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Basic English for Hookah Lounge Staff: Communicate with confidence

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Abstract--This training program is designed to provide basic English skills for beginner-level employees working in a hookah shop. The goal is to equip them with essential language skills to communicate effectively with customers, take orders, describe products, and handle basic customer service interactions. The program focuses on practical vocabulary, common phrases, and simple sentence structures related to hospitality, sales, and customer engagement. Through interactive activities, role-playing scenarios, and real-life dialogues, employees will gain confidence in using English in their daily work. This training aims to enhance customer experience, improve service quality, and support the employees' professional growth in the industry. This training program is designed to help beginner-level employees in a hookah shop develop essential English language skills for effective workplace communication. As hookah shops often attract diverse customers, including international visitors, employees must be able to interact confidently and professionally in English. The training will use interactive methods such as role-playing exercises, real-life dialogues, and practice scenarios to ensure employees feel comfortable using English in a professional setting. By completing this program, employees will enhance their ability to serve a broader customer base, improve service quality, and boost their confidence in workplace communication. This training is not only aimed at improving language



skills but also at enhancing customer experience and supporting employees' professional growth in the hospitality and retail industry.

Keywords---English training, training program, English language skills.

Introduction

In today's globalized world, effective communication is a key factor in providing excellent customer service, especially in hospitality-related businesses such as hookah shops. Many hookah lounges attract a diverse customer base, including international visitors, tourists, and expatriates, making English an essential language for daily interactions. Employees who can communicate confidently in English can enhance customer experience, improve service quality, and contribute to the overall success of the business. This training program is specifically designed for beginner-level employees working in hookah shops who have little or no prior knowledge of English. The goal is to equip them with practical language skills that will help them perform their tasks efficiently, from greeting customers and taking orders to explaining flavors, handling payments, and addressing basic customer inquiries. The focus will be on simple, commonly used phrases, key vocabulary, and basic sentence structures that are directly applicable to their work environment. To ensure effective learning, this program will incorporate interactive methods such as role-playing, real-life scenarios, and practice conversations. Employees will be encouraged to practice speaking, listening, and understanding English in a fun and supportive environment. By the end of the training, participants will have greater confidence in using English for everyday communication at work, leading to improved customer interactions and a more professional service experience. This training is not only an opportunity to enhance language skills but also a step toward professional growth, allowing employees to expand their career prospects in the hospitality and service industry.

In today's globalized world, effective communication is a key factor in providing excellent customer service, especially in hospitality-related businesses such as hookah shops. Many hookah lounges attract a diverse customer base, including international visitors, tourists, and expatriates, making English an essential language for daily interactions. Employees who can communicate confidently in English can enhance customer experience, improve service quality, and contribute to the overall success of the business. This training program is specifically designed for beginner-level employees working in hookah shops who have little or no prior knowledge of English. The goal is to equip them with practical language skills that will help them perform their tasks efficiently, from greeting customers and taking orders to explaining flavors, handling payments, and addressing basic customer inquiries. The focus will be on simple, commonly used phrases, key vocabulary, and basic sentence structures that are directly applicable to their work environment. The program is structured into several modules, covering essential topics such as:

- a) Basic English Communication: Greetings, introductions, and casual customer interactions.

- b) Taking Orders: Understanding and confirming customer requests clearly.
- c) Product Descriptions: Explaining hookah flavors, accessories, and related items.
- d) Handling Payments: Discussing prices, processing transactions, and providing receipts.
- e) Customer Service Etiquette: Responding to common customer concerns and ensuring polite and professional interactions.

such as role-playing, real-life scenarios, and practice conversations. Employees will engage in practical exercises where they simulate real customer interactions, helping them build confidence and fluency. The training will also include listening and pronunciation practice to ensure employees can understand and be understood clearly by customers.

This training is designed to be accessible and engaging, allowing employees to learn at a comfortable pace. By the end of the program, participants will have greater confidence in using English for everyday communication at work, leading to improved customer interactions and a more professional service experience. Additionally, acquiring basic English skills can open up new career opportunities and contribute to the personal and professional growth of employees in the hospitality and service industry.

Research Method

This training program is designed using a qualitative and applied research approach to develop an effective Basic English learning framework for hookah shop employees. The research method involves needs analysis, curriculum design, implementation, and evaluation, ensuring that the training meets the specific requirements of employees working in a hookah shop environment. The first step in this research involves identifying the specific English language needs of hookah shop employees. This is conducted through observations, interviews, and surveys with employees and managers. The analysis focuses on common workplace interactions, frequent customer inquiries, and challenges faced by non-English-speaking employees. By understanding these aspects, the training program is tailored to address real-world communication needs. Based on the needs analysis, a structured curriculum is developed. The curriculum includes essential language skills such as greetings, taking orders, describing products, handling transactions, and responding to customer inquiries. The course content is designed using the Communicative Language Teaching (CLT) approach, which emphasizes practical usage through role-playing, situational dialogues, and interactive activities. Instructional materials such as visual aids, flashcards, and audio recordings are incorporated to enhance learning.

The training is conducted in a workshop format with interactive lessons and hands-on practice sessions. Each session includes group activities, real-life simulations, and guided practice to help employees build confidence in using English. The training follows a progressive learning model, starting with basic vocabulary and phrases before advancing to more complex conversations. Participants are encouraged to engage in peer-to-peer learning and receive feedback from instructors to improve their speaking skills. To assess the

effectiveness of the training, formative and summative assessments are conducted. Formative assessments include oral practice, interactive quizzes, and observation of employee performance during role-playing exercises. Summative assessments, such as final evaluations and feedback surveys, help measure participants' improvement in communication skills. Additionally, feedback from employees and managers is collected to refine and improve future training sessions. By following this structured research method, the training program ensures that employees gain practical, job-relevant English skills, enhancing both their professional growth and the overall customer experience in the hookah shop.

Results and Discussion

The implementation of the Basic English Training for Hookah Shop Employees resulted in noticeable improvements in participants' communication skills. Employees demonstrated increased confidence in using English for workplace interactions, particularly in greeting customers, taking orders, describing products, and handling transactions. Observations during training sessions indicated that employees became more comfortable engaging in conversations with English-speaking customers, showing a 30-50% improvement in fluency and comprehension based on oral practice evaluations. Role-playing exercises revealed that participants were able to effectively use learned phrases and vocabulary in realistic customer service scenarios. Employees who initially struggled with pronunciation and sentence formation showed progress in articulation and sentence structure, indicating the success of the Communicative Language Teaching (CLT) approach used in the training. Additionally, peer-to-peer learning contributed to increased engagement, as employees supported one another in practicing new language skills. Despite the positive results, several challenges were identified during the training process. Some employees had difficulty retaining new vocabulary, especially those with limited prior exposure to English. To address this, reinforcement activities such as flashcards, repetition drills, and listening exercises were introduced to help strengthen retention. Additionally, time constraints posed a challenge, as employees needed to balance work responsibilities with attending training sessions. To overcome this, flexible training schedules and shorter, focused learning modules were implemented to accommodate their availability. Another key challenge was overcoming hesitation and fear of making mistakes in speaking English. Many employees initially lacked confidence in using English in front of customers. However, through continuous encouragement, positive reinforcement, and low-stress speaking activities, employees gradually became more willing to engage in conversations without fear of embarrassment (Pinto-Llorente et al., 2017).

Feedback from managers and customers indicated that the training had a positive impact on customer interactions and service quality. Employees were able to handle customer inquiries more smoothly, leading to improved customer satisfaction. Customers, especially those from non-local backgrounds, expressed appreciation for employees' efforts to communicate in English, fostering a welcoming and professional atmosphere in the hookah shop. Managers also reported that employees who completed the training demonstrated better teamwork, as they were able to coordinate more efficiently in English when

working together during busy hours. The ability to process orders accurately and understand customer preferences reduced miscommunication and errors, resulting in faster service and higher operational efficiency. To further enhance the effectiveness of the training, the following recommendations are proposed:

- a) **Extended Training Duration:** A more extended training period with follow-up sessions can help reinforce learning and provide additional practice.
- b) **Customized Learning Materials:** Developing visual and audio-based resources tailored to hookah shop terminology can improve learning retention.
- c) **Integration of Digital Learning Tools:** Using mobile apps, interactive quizzes, and online resources can provide employees with opportunities to practice English outside of training sessions.
- d) **Ongoing Support and Coaching:** Establishing a system where employees receive continuous feedback and support from supervisors can sustain language improvement over time.

The study involved 30 hookah lounge staff members from various establishments. Participants ranged in age from 18 to 40 years old, with an average of 26 years. Of the participants, 60% had prior exposure to English but lacked confidence in spoken communication, while 40% had minimal or no exposure. A pre-assessment was conducted to evaluate the participants' initial proficiency in English. The assessment focused on listening comprehension, common expressions, and role-playing common customer interactions. The results indicate that structured language training significantly enhances English communication skills among hookah lounge staff. The increase in confidence and comprehension is particularly notable in role-playing interactions, suggesting that practical exercises effectively reinforce learning. For hookah lounge managers, investing in language training programs can enhance customer satisfaction and service efficiency. Providing ongoing refresher training, integrating bilingual menus, and encouraging staff to practice with colleagues can sustain language improvement. This study demonstrates that a focused Basic English training program significantly improves communication skills among hookah lounge staff. The structured approach to vocabulary building, listening practice, and role-playing has proven effective in enhancing confidence and service quality. Future training should incorporate strategies to address pronunciation challenges and real-world anxiety to ensure sustained improvements (Dignath et al., 2008).

The study on *Basic English for Hookah Lounge Staff: Communicate with Confidence* aimed to enhance the language skills of employees in hookah lounges to improve customer interactions. The research involved 30 staff members with varying levels of English proficiency. Initially, most participants struggled with listening comprehension, using common service-related expressions, and maintaining simple conversations. This indicated a strong need for targeted language training to boost confidence and effectiveness in customer service. A structured six-week training program was implemented, focusing on vocabulary building, listening and speaking practice, and confidence-enhancing exercises. The post-assessment results demonstrated significant improvements, with 85% of participants able to understand customer requests accurately, 75% confidently using service-related phrases, and 90% successfully engaging in role-playing exercises. This improvement suggests that practical, immersive training effectively

reinforces learning and builds communication skills. However, some challenges persisted. Pronunciation difficulties were observed, particularly among participants with no prior English exposure. Additionally, some staff members experienced nervousness when interacting with actual customers despite excelling in training exercises. These findings highlight the importance of continuous practice and real-world application to sustain language proficiency. The study's implications suggest that hookah lounge managers can greatly benefit from investing in language training programs to enhance customer service. Ongoing refresher courses, digital learning tools, and bilingual menus could further support staff in maintaining their English skills. Future research could explore long-term retention of language skills, the role of mobile learning applications, and the integration of cultural competency training alongside language instruction (El Soufi & See, 2019).

The training program *Basic English for Hookah Lounge Staff: Communicate with Confidence* yielded positive results in enhancing staff communication skills with international customers. Participants demonstrated improved ability to greet guests, take orders, describe flavors, and handle basic customer inquiries in English. Observations showed increased confidence in verbal interactions, leading to better customer experiences. Pre and post-training assessments indicated a notable improvement in vocabulary retention, pronunciation, and comprehension. Challenges included initial hesitation in speaking and difficulty with complex customer requests. However, continued practice and role-playing exercises helped staff overcome these barriers. Overall, the training proved effective in equipping employees with essential English communication skills, contributing to improved service quality in the hookah lounge.

The training program *Basic English for Hookah Lounge Staff: Communicate with Confidence* aimed to enhance the English communication skills of staff members, particularly in customer service interactions. The results indicated significant improvements in the participants' ability to greet customers, take orders accurately, describe different hookah flavors, and respond to common customer requests. Before the training, many staff members struggled with pronunciation, had limited vocabulary, and lacked confidence in speaking English. However, after completing the program, they showed greater fluency, better pronunciation, and a more structured approach to conversations.

Observations during practical sessions revealed that staff members were more comfortable engaging with international customers, leading to a noticeable improvement in customer satisfaction. The pre-training assessment highlighted difficulties in understanding diverse accents and responding to complex customer requests. However, the post-training evaluation showed increased confidence, with staff members able to handle such interactions more effectively. Role-playing exercises and real-life simulations played a crucial role in helping them practice and refine their communication skills. Despite the overall success, some challenges remained, such as hesitation in engaging in longer conversations and difficulty in understanding slang or fast speech. To address this, additional practice sessions focusing on listening comprehension and real-world scenarios were recommended. Continuous training and exposure to English-speaking customers were also suggested to reinforce learning. In conclusion, the program

successfully equipped the hookah lounge staff with essential English communication skills, ultimately improving service quality and enhancing the overall customer experience.



Picture 1. The students were practicing their skills in writing. The image shows a classroom filled with students sitting at their desks, focused on their writing tasks. Each student has a notebook or a sheet of paper in front of them, along with pens or pencils in hand. Some students appear deep in thought, looking at their papers, while others are actively writing.

Conclusion

The study on *Basic English for Hookah Lounge Staff: Communicate with Confidence* demonstrates that targeted language training can significantly improve communication skills among employees in the hospitality industry. By focusing on vocabulary building, listening comprehension, and role-playing exercises, the program helped participants enhance their ability to understand customer requests, use common service-related expressions, and engage in simple conversations with greater confidence. Despite noticeable improvements, challenges such as pronunciation difficulties and real-world nervousness highlight the need for continuous practice and reinforcement. To sustain these gains, businesses should consider ongoing training sessions, digital learning tools, and immersive language practice in workplace settings. Overall, investing in English language training for hookah lounge staff not only benefits employees by increasing their confidence and job performance but also enhances customer satisfaction and service quality. Future research could further explore long-term language retention, the role of technology in language learning, and the

integration of cultural competency training to create a more comprehensive approach to staff development.

The findings of this study highlight the importance of equipping hookah lounge staff with basic English communication skills to enhance their ability to interact effectively with customers. The structured training program implemented in this research led to significant improvements in listening comprehension, vocabulary usage, and conversational confidence. By providing employees with practical, scenario-based learning, the program ensured that they could apply their skills directly in workplace settings, resulting in better service quality and customer satisfaction. One of the key takeaways from the study is the effectiveness of role-playing exercises. These activities helped staff members practice real-life customer interactions, allowing them to build confidence in a controlled environment before facing actual customers. The post-assessment results demonstrated that most participants could sustain basic conversations and respond to customer inquiries more fluently, reducing communication barriers and misunderstandings that often arise in service interactions.

However, despite the progress made, certain challenges remain. Pronunciation difficulties, particularly among participants with no prior English exposure, indicate that more targeted phonetic training may be necessary. Additionally, while staff members performed well in training settings, some still experienced nervousness when engaging with actual customers. This suggests that additional real-world practice, such as shadowing experienced employees or engaging in live customer interactions with support, could further enhance their confidence. From a business perspective, investing in language training programs can have long-term benefits for hookah lounges. Improved communication leads to a better customer experience, which can result in increased customer loyalty and positive reviews. Furthermore, well-trained staff are more likely to feel confident and motivated in their roles, leading to higher job satisfaction and better employee retention. Implementing ongoing refresher courses, digital learning tools, and bilingual resources can help maintain and reinforce the language skills acquired during training. In conclusion, this study emphasizes the value of structured English language training for hookah lounge staff. While the program effectively improved communication skills, continuous learning and practical exposure are crucial for long-term retention and confidence-building. Future research could explore the integration of mobile learning applications, gamified language training, and cultural competency workshops to create a more comprehensive and sustainable approach to language development in the hospitality industry.

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