

**A FINAL REPORT**  
**STRATEGIES USED BY CUSTOMER SERVICE OFFICERS IN**  
**HANDLING COMMUNICATION WITH INTERNATIONAL**  
**CUSTOMERS AT PT. ANGKASA PURA I, BALI**

**Presented in partial fulfilment of the requirement for the Diploma Degree in**  
**English Language**



**By:**

**Pandu Dilyan Abdul Haris**

**Student Number: 151611813071**

**Major: Business Communication**

**ENGLISH DIPLOMA PROGRAM**  
**FACULTY OF VOCATIONAL EDUCATION**  
**UNIVERSITAS AIRLANGGA**

**2019**

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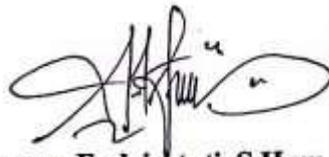
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**OF VOCATIONAL EDUCATION**

**2019**

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Has met the Final Report requirements of Faculty of Vocational Studies

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Surabaya, 31<sup>st</sup> October 2019

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## STATEMENT OF ORIGINALITY

The writer, Pandu Dilyan Abdul Haris (151611813071), honestly declare that the final report he wrote does not contain the works of parts of the works of other people, except those cited in the quotation and the references, as a scientific paper should.

Surabaya, 31<sup>st</sup> October 2019



**Pandu Dilyan Abdul Haris**

**151611813071**

**THE WRITER DEDICATES THIS FINAL REPORT TO HIS  
BELOVED PARENTS AND HIS BIG FAMILY**

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The writer realizes that this final report is still far from perfect due to the limitation as a human being. Hence, the writer welcomes criticisms and suggestion from the readers that could make this final report better. The writer hopes this final report can be beneficial for others, especially for English Diploma students who accomplish the final report and everyone who wants to know about the strategies in handling communication with international customers.

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Report

Bali is an island and one of the provinces in Indonesia. Geographically, Bali Island is located between Java and Lombok Island. Bali or better known as *Pulau Dewata* has a community that is predominantly Hindu. It is famous as a tourism destination with the beauty of its various natural attractions, the uniqueness of its arts, and its cultural consistency. According to Gamar (2019), in early January 2019, as many as 463,285 international customers came to Bali Island via I Gusti Ngurah Rai International Airport (KOMPAS.com). International customers come from various countries such as Australia, Japan, India, the United States, Spain, and many others. The main tourist destinations are Kuta Beach and its surroundings such as Legian and Seminyak, eastern cities such as Sanur, highlands like Ubud, and in the southern regions; Jimbaran, Nusa Dua, and Pecatu.

Every day, at the airport, the arrival of international customers who want to see how beautiful Bali Island is never stops. I Gusti Ngurah Rai International Airport, one of the best airports in Indonesia certainly play a very important role in welcoming international customers. The airport provides a variety of facilities and services needed by international customers such as food courts, lounges, children's playgrounds, and customer service to help international customers who may encounter some difficulties upon arrival.

Customer service officer is a company's service that has responsible in providing customers' needs and satisfaction, which usually includes answering customers' questions, providing information, and handling customers' complaints which may or may not be related to certain products or services offered by the company. Shen and Tang stated that customer service officer quality describes the extent of services provided to meet the customers' satisfaction (as cited in Lewis & Booms, 1983). In this case, the customer service officer acts as a customer relation that plays an important role as an intermediary between the company and the customer in providing services to customers, especially in communication services.

Based on the writer's observation, there are several customer service officers often stumble in understanding what the international customers mean because understanding global language is not easy. Communicating with international customers is different from talking with someone local. This is because international customers had been travelling from one place to another and had lots of different expectations. In this case, the customer service officers must be able to handle it by improving their communication skills. Ahmed (2016) stated that English plays a crucial role in communication and is no doubt the foremost and most important tool of communication all over the world. Therefore, a customer service officer must be able to adjust the way of communicating to international customers who come from a different country.

PT Angkasa Pura I (Persero) is a state-owned company that provides air traffic services and airport business in Indonesia. I Gusti Ngurah Rai International

Airport is one of the airports managed by PT. Angkasa Pura I that provides customer service to overcome various kinds of problems experienced by customers while in the airport area. As it turns out, customer service officers still have some problems when dealing with customers. Therefore, the writer was interested to conduct an internship as a Customer Service Officer at PT. Angkasa Pura I, Bali. Because there are many international customers that arrived at I Gusti Ngurah Rai International Airport, the writer could find many problems that can be used as a case study. In this circumstance, the writer was interested to observe about how customer service officers of PT. Angkasa Pura I, Bali handling communication with international customers. The writer would like to make an excellent report about “Strategies Used by Customer Service Officers in Handling Communication with International Customers at PT. Angkasa Pura I, Bali”.

## **1.2 Statement of Problems**

There are two main problems in this report as follows.

- 1.2.1 What were the problems faced by customer service officers in handling communication with international customers at PT. Angkasa Pura I, Bali?
- 1.2.2 What were the strategies used by customer service officers in handling communication with international customers at PT. Angkasa Pura I Bali?

### **1.3 Purpose of the Report**

The purposes of the report are:

- 1.3.1 To find out what were the problems faced by customer service officers of PT. Angkasa Pura I, Bali in handling communication with international customers.
- 1.3.2 To find out what were the strategies used by customer service officers of PT. Angkasa Pura I, Bali in handling communication with international customers.

### **1.4 Significance of the Final Report**

#### 1.4.1 For the Writer

This final report is beneficial for the writer in:

1. Improving the writer's experience and comprehension in handling communication with international customers.
2. Developing the writer's speaking skills.
3. Gaining more knowledge and information in handling communication with international customers.

#### 1.4.2 For the Alma Mater

This final report is beneficial for the alمامater in:

1. Establishing good cooperation relationships between Universitas Airlangga and PT. Angkasa Pura I, Bali.
2. Improving the quality of Universitas Airlangga students in handling communication with international customers.

3. Exploring and applying Universitas Airlangga students' ability in handling communication with international customers.

#### 1.4.3 For the Company or Institution

This final report is beneficial for the company/ institution to:

1. This final report can be used as reference to improve the quality of customer service officers in handling communication with international customers at PT. Angkasa Pura I, Bali.
2. This final report can be used as reference to evaluate customer service officers' performance at PT. Angkasa Pura I, Bali.

#### 1.4.4 For Interns

This final report is beneficial for interns in:

1. Increasing knowledge and experience in handling communication with international customers.
2. Increasing knowledge how to be an excellent customer service officer.

## **1.5 Review of Related Literature**

### **1.5.1. Problems faced by Customer Service Officers in handling communication with International Customers.**

Increasing global competition requires companies to have good customer service in order to increase company success. Customer service officers must be able to communicate with international customers and adapt to the demands of certain situations. In some situations, customer service officers sometimes experience problems such as not understanding what international customers

asked is and not being able to deliver information requested by international customers in English.

The first problem is not understand what international customers asked is. This problem usually occurs because international customers have different pronunciation. Pronunciation is ways of saying words or ways of speaking that are generally accepted and understood. A word can be pronounced in a different way by individuals or groups depending on several factors, such as the areas where they live right now, speech disorder, culture, social class, or their education (Asgari, 2015). When a customer service officer talks to international customer whose accents is different and has never been met before, it will be a problem or may cause a misunderstanding.

The second problem is not being able to deliver information requested by international customers in English. This usually happens because the customer service officers have language differences with international customers. Language differences are usually the main obstacle in communication because of differences in cultural backgrounds. Thierry (2018) explained that problems arise when English is a second language to either speakers, listeners, or both.

### **1.5.2. Strategies in Handling Communication with International Customers.**

There are strategies in handling communication with international customers:

- 1) Vocabulary skills. According to Richard and Renandya (2002), vocabulary is the core component of language proficiency and provides much of the basis for how well learners speak, listen, read, and write.

Learning vocabulary is not only learning about the words or new vocabulary, but also about how to use the vocabulary into correct usage. What is meant by the meaning of a word, is determined by the context where it is formed and also determined by its relation to other words.

- 2) Using Repetition. Types of repetitions in Tannen's study (1987), and presented below, play a major role in establishing coherence and interpersonal involvement:
  - Participatory listenership: which shows that the person is listening and accepts what was uttered;
  - Ratifying listenership: which occurs when the speaker incorporates the repeated phrase into their own narrative;
  - Humor: which author argues is a common function of repetition;
  - Savoring: through which a speaker appreciates the humor in a situation;
  - Stalling: a function that allows time to interlocutor;
  - Expanding: which is the reformulation of an utterance followed by on-going talk; repetition as participation, which helps develop the conversation.
- 3) Using reliable machine translation. Yasuoka and Bjorn (2011) stated that machine translation effects on communication. Based on it, machine translation is helpful to solve this problem and can be a strategy to handling communication with international customers.
- 4) Looking for an interpreter. According to Mobit and Risatya (2014), interpreting skills are important for global communication. Interpreting is

the process of translating from source language to target language orally.

It can help people speak different languages communicate with one another.

Based on four strategies above, customer service officers could handle communication with international customers.

## **1.6 Methods of the Report**

### 1.6.1 Location and Participant

The writer conducted a case study as a customer service officer with 12 customer service officers at PT. Angkasa Pura I, Bali consisting of 6 female and 6 male customer service officers for eight weeks. In this case, the writer asked the leader of the customer service officers in his shift to give him permission to involve them in his study. After the writer got permission, the leader showed several things that the writer could do and could not do during his study.

### 1.6.2 Data Collection

In carrying out the case study, the writer used several instruments bellow:

#### 1.6.2.1 Observation

The writer used observation to discover the problems faced by customer service officers of PT. Angkasa Pura I, Bali in handling communication with international customers. The writer observed every communication made by senior customer service officers with international customers. Then, the writer could find the strategies used by customer service officers of PT. Angkasa Pura I, Bali in handling communication with international customers. In addition, the writer noted several problems that the customer service officers of PT. Angkasa

Pura I, Bali appeared during handling communication with international customers.

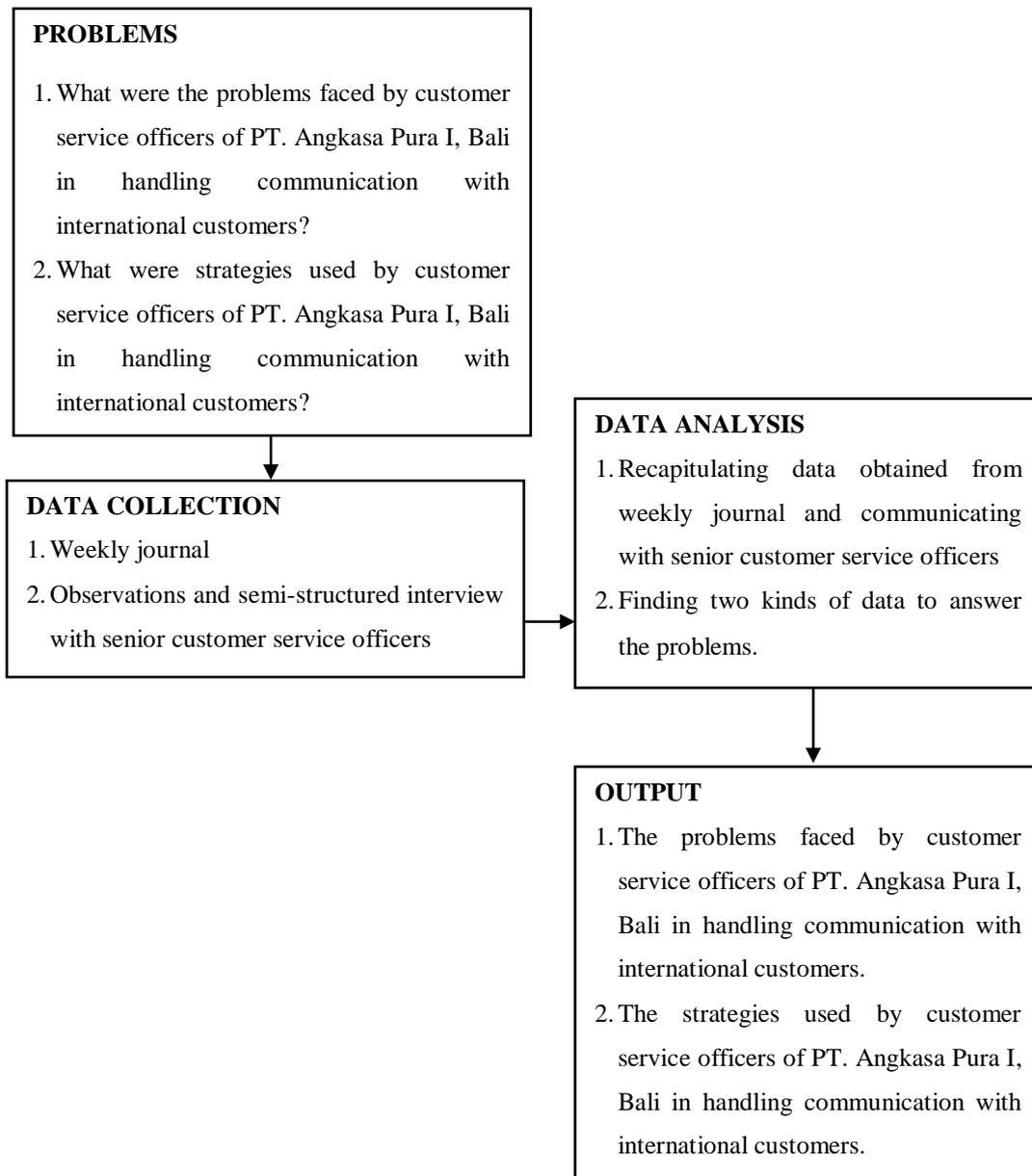
#### 1.6.2.2 Semi-structured Interview

The writer used semi-structured interview to find out the strategies in handling communication with international customers that used by customer service officers to know what customer needs, identifying the common problems appearing in handling communication with international customers, and what the strategies that customer service officers take to handle international customers are. From this semi-structured interviews, the writer found the strategies that used by customer service officers in handling communication with international customers.

#### 1.6.2.3 Data Analysis

After all data was collected, the writer analyzed the data by recapitulating data obtained from communication with the customer service officers and weekly journal. In addition, the customer service officers appearing several problems during the study. The common problems that the writer appeared is not understand what international customers asked is and not being able to deliver information requested by international customers in English. Moreover, the customer service officers have several strategies in handling communication with international customers.

## 1.7 Framework of the Report



## **CHAPTER II**

### **COMPANY PROFILE**

#### **2.1 Brief History**

PT Angkasa Pura I (Persero) is a company engaged in air traffic services and airport business in Indonesia, founded in 1962 by Ir. Soekarno. PT Angkasa Pura I (Persero) is a subsidiary of BUMN (*Badan Usaha Milik Negara*). This company was built because of Ir. Soekarno wants airports in Indonesia to be equivalent to airports in developed countries.

PT Angkasa Pura I (Persero) or Angkasa Pura Airports was first built in Kemayoran, Jakarta named *Perusahaan Negara* (PN) Angkasa Pura Kemayoran. The staple task is superintending and exploiting the port of Kemayoran in Jakarta, which is the only airport company serve flight to and from abroad besides to domestic flight.

After going through a transitional period of two years, on 20<sup>th</sup> of February 1964 PN Angkasa Pura Kemayoran officially took full control of the assets and operations of Kemayoran Jakarta Airport from the Indonesian Government and stated that date as company's birthday.

On 17<sup>th</sup> of Mei 1965, in order to further open up the possibility of managing other airports in Indonesia, the name of PN Angkasa Pura Kemayoran changed to PN Angkasa Pura based on Government Regulation No. 21 of 1965 on the Amendment and Supplement to Regulation No. 33 of 1962.

Gradually, Ngurah Rai Airport (Bali), Halim Perdanakusuma Airport (Jakarta), Polonia Airport (Medan), Juanda Airport (Surabaya), Sepinggan Airport (Balikpapan) and Hasanuddin Airport (Ujung Pandang) joined in the PN Angkasa Pura management. Furthermore, company legal status was changed to Public Company (*Perum*) based on Government Regulation No. 37 of 1974.

Furthermore, in 1992, Republic of Indonesia owned all shares in Perum Angkasa Pura I. Hence, based on Regulation No. 5 of 1992, form Perum changed to Limited Liability Company (PT), so the name is PT Angkasa Pura I (Persero). Nowadays, PT. Angkasa Pura (Persero) manages 13 (thirteen) airports in central and eastern Indonesia. Also, PT Angkasa Pura I (Persero) have 5 (five) subsidiaries, namely PT Angkasa Pura Logistics, PT Angkasa Pura Property, PT Angkasa Pura Support, PT Angkasa Pura Hotel, and PT Angkasa Pura Retail.

## **2.2 Company Profile**

PT Angkasa Pura I (Persero) was first established in Indonesia in 1962 specifically in Kemayoran, Jakarta. PT Angkasa Pura I (Persero) manages 13 airports in central and eastern Indonesia. For year, PT Angkasa Pura I (Persero) has a number of visitors who always increase. The focus is giving customer satisfaction both in services and facilities.

PT. Angkasa Pura I, Bali or officially known as I Gusti Ngrurah Rai International Airport is one of the busiest airports in Indonesia. It located strategically in downtown area of Tuban. The location is near with several tourist destinations such as Kuta Beach, Jimbaran Beach, Pandawa Beach, Garuda Wisnu

Kencana Statue, Uluwatu Temple and etc. Also, there are several public places such as shopping center, food court, bar, spa and etc. Other than near with tourist destinations and public places, PT. Angkasa Pura I, Bali is accessible for public transportation, named SARBAGITA Bus that can bring passengers go to Denpasar, Badung, Gianyar, and Tabanan.

## **2.3 Vision and Mission**

### 2.3.1. Vision

- Becoming a world connector more than around airport operators with advantages of services that provide Indonesian special hospitality.

### 2.3.2. Mission

- Providing global scale services in the best safety, security and comfort standards.
- Increasing stakeholder value.
- Becoming a government partner and drive economic growth.
- Improving the competitiveness of companies through creativity and innovation.
- Providing excellent airport service assistance in meeting stakeholder expectations through the management of superior human resources.
- Having positive agreement on environmental sustainability.

## **2.4 Services and Facilities**

PT. Angkasa Pura I, Bali is equipped with several services on the land side. The first is check-in counters. There are around 60 check-in counters from the airlines from domestic and international. Next is passenger luggage. There are two

passenger luggage services, one is in domestic terminal and other is in international terminal. Also, PT. Angkasa Pura I, Bali is equipped with immigration service which located only in international departure. Moreover, in order to make the customer easier to find tickets of several airlines and communicate with airline's customer service, PT. Angkasa Pura I, Bali served ticketing office and airlines services some in domestic departure on first floor, some in international terminal on second floor.

Furthermore, PT. Angkasa Pura I, Bali also provide several facilities, such as air conditioner and Wi-Fi connection covered all airport areas, electricity, nursery rooms, waiting areas, toilet, prayer rooms, check-in machines, bank and ATM machines, reading corners, shopping centres, money changers, mini markets, restaurants, orchid gardens, water fountains, wheelchairs, trolleys, vending machines, flight information screens, and public transportations such as buggy car for carry the elderly, disabled passengers, kids, and pregnant women from domestic terminal to international terminal vice versa, taxi, and SARBAGITA buses that can bring the passenger from or to Denpasar, Badung, Gianyar, and Tabanan.

## **2.5 Achievements**

- The Best Airport by Size and Region: Asia Pacific, 15-25 million passengers per year
- The first place Best Airport by Size: 15-25 million passenger per year
- The second place Best Airport in Asia Pacific (over 2 million passengers per year).

## 2.6 Location

PT. Angkasa Pura I, Bali is located at Jalan Raya Gusti Ngurah Rai, Tuban, Kuta, Kabupaten Badung, Bali. Below is detailed information:

Address: Jalan Raya Gusti Ngurah Rai, Tuban, Kuta, Kabupaten Badung, Bali.

Website: <https://bali-airport.com>

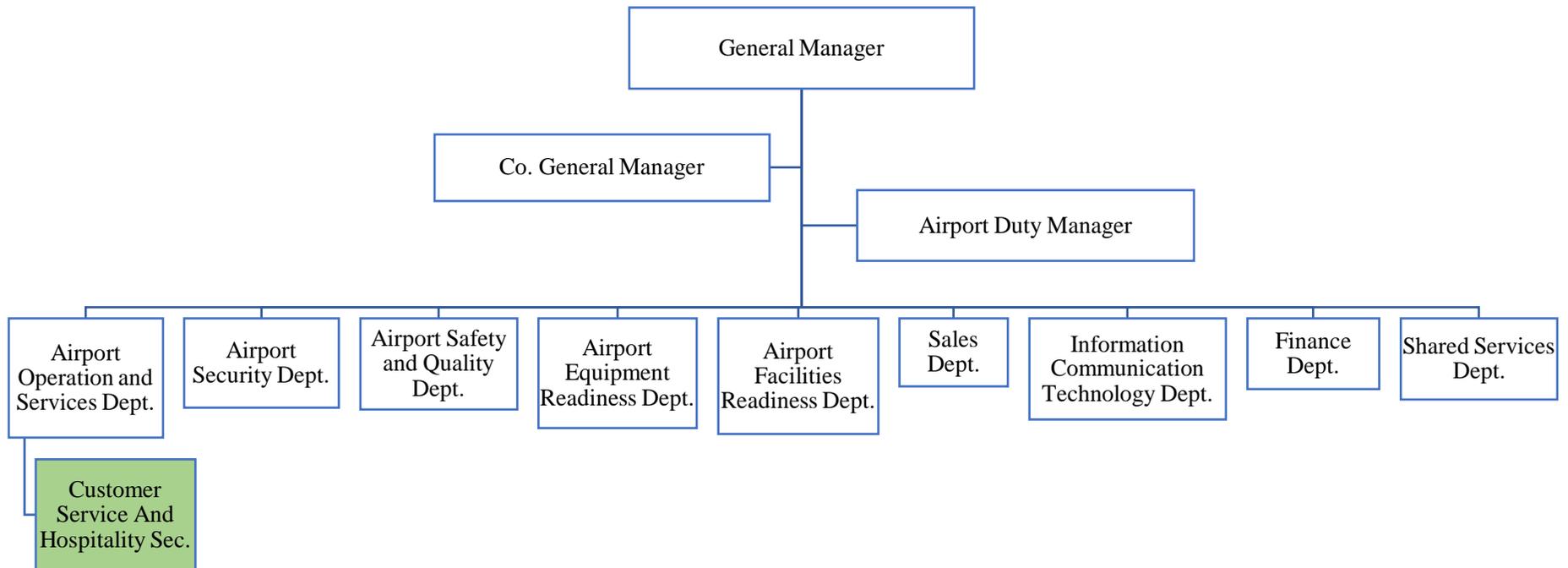
Phone: (0361) 9351011

Zip code: 80362



*Picture 1- The office from Google Maps*

## 2.7 Organizational chart



■ : The writer's Position

## 2.8 Job and Responsibilities

- General Manager.

General Manager is the highest position in the organizational structure at PT. Angkasa Pura I, Bali. General Manager is entirely responsible for all matters as well handling operational issues at the airport.

- Co. General Manager.

Co. General Manager is the second highest position in the organizational structure at PT. Angkasa Pura I, Bali. Co. General Manager is responsible for assisting the General Manager in managing and overseeing all activities at the Airport.

- Airport Duty Manager.

Airport Duty Manager is responsible to confirm the integrity and efficiency of daily airport operations, including managing uneven operations and comply with aviation safety and security regulations.

- Airport Operation and Services Department.

Airport Operation and Services Department has responsible to handling operational and service issues throughout the airport area.

- Customer Service and Hospitality Section.

Customer Service and Hospitality Section are division in which take full responsibility for handling Customer Service operations and Special Services Officer. Its duties are arranging the Customer Service Officer's shift, checking the situation in every shift from Customer Service Officer's report, and reporting all of the status report to the Department Head.

- Airport Security Department.

The Airport Security Department is responsible for maintaining security in the airport area and preparing security personnel who are required to oversee several security programs and implement them at the airport. The Airport Security Department is asked to check, monitor and screen all passengers to ensure that safety is maintained.

- Airport Safety and Quality Department.

The main role of the Airport Safety and Quality Department is to verify, by monitoring activities in the field of flight operations, maintenance, crew training and ground operations, that the standards required by the Authority, and all additional requirements determined by the operator, have been carried out properly.

- Airport Equipment Readiness Department.

Airport Equipment Readiness Department has the duty to coordinate and assist stakeholders, including external consultants, in implementing operational readiness programs established for new infrastructure or services that include operations and maintenance from the design stage to operational implementation within a certain period of time.

- Airport Facilities Readiness Department.

Airport Facilities Readiness Department is responsible for assessing the airport and industrial airpark repair and maintenance needs, planning and implementing activities to meet those needs and evaluating repair and

maintenance projects; assists in enforcing airport policies and regulations; supervises maintenance and repair staff, and performs related work as required.

- Sales Department.

Sales department is the direct link between a company's products or services and its customers. Ultimately, the most important function of sales department is maintaining relationships with the customers.

- Information Communication Technology Department.

Information Communication Technology Department is responsible for providing the infrastructure for automation. It implements the governance for the use of network and operating systems, and it assists the operational units by providing them the functionality they need.

- Finance Department.

Finance Department is responsible for acquiring funds for the firm, managing funds within the organization and planning for the expenditure of funds on various assets. It is the part of an organization that ensures efficient financial management and financial control necessary to support all business activities.

- Shared Services Department.

Shared Services Department is responsible for providing a coordinated corporate support function to Headquarters and decentralized offices and their staff, for administrative transactional processes including staff and non-staff human resources servicing, travel operations, invoice processing, vendor management, and fixed assets.

## **CHAPTER III**

### **DISCUSSION**

#### **3.1 Description**

The writer did the internship in PT. Angkasa Pura I, Bali. He assigned to work at I Gusti Ngurah Rai International Airport from 10<sup>th</sup> January until 5<sup>th</sup> March 2019 as a customer service officer. Customer service officer is responsible to fulfil all of the customer's needs and solve various problems that customers have.

During his internship at PT. Angkasa Pura I, Bali, the writer has done some works in handling communication with international customers at I Gusti Ngurah Rai International Airport. In this section, the writer will explain and use his studies during the internship to answer the statement of problems.

##### **3.1.1 The problems faced by customer service officers of PT. Angkasa Pura I, Bali in handling communication with international customers.**

During the internship, the writer tried to find the problems faced by customer service officers of PT. Angkasa Pura I, Bali in handling communication with international customers. On the last week internship period, the writer finally found out the problems faced by customer service officers of PT. Angkasa Pura I, Bali in handling communication with international customers. Evidently, the problems are customer service officers not understanding what international customers asked is and not being able to deliver information requested by international customers in English. Therefore, in this section the writer will explain about the problems faced by customer service officers of PT. Angkasa Pura I, Bali in handling communication with international customers.

The first problem is the customer service officer not understanding what international customers asked caused by lack of vocabulary. During the internship, the writer experienced this problem. It should not be done by a customer service officer. Below is the transcribed of conversation between the writer as a customer service officer and a male international customer from Russia.

### Example 1.1

**TW = The Writer**

**IC = International Customer from Russia**

- IC : “Hey, how are you?”
- TW : “May I help you sir?”
- IC : “I want to ask about my flight because my flight is not on the screen. Can you help me?” (Looked at the screen and look confused).
- TW : “May I see your boarding pass please?”
- IC : “Of course”. (Give his boarding pass to the customer service officer).
- TW : (Checking the boarding pass). “Oh, I see. Your flight is from domestic terminal”.
- IC : “Oh, where is the domestic terminal?”
- TW : “The domestic terminal is on the next building”.
- IC : “**Is it close?**” (Apakah dekat?)
- TW : “**No, check in is open now**”

IC : “Haa?” (Look confused).

TW : **“You want to ask whether the check-in counter is open or not right?”**

IC : (Look confused and try to ask again). **“Mm... I mean, is the domestic terminal far from here?”**

TW : “If you walk, I think around five or seven minutes. You can use buggy car service at the first floor to take you to the domestic terminal”.

IC : “Perfectly thank you”.

From the conversation above, it shows that the customer service officer did not understand what international customer asked is. The writer did not understand what is meant by **“Is it close?”**. The problems above should not occur until repeatedly. As the customer service officers stationed at an international airport, customer service officers must have knowledge of several English words that have more than one meaning, so they can understand each use of different meanings in a particular situation.

The second problem is the customer service officer cannot understand the word that pronounced by the international customer. Based on the writer experience, pronunciation is one of the problems that often arises when serving international customers. There were several international customers have different way in pronounce some words that are difficult to understand such as, Chinese, Japanese, and Korean. According to Elson (1992), clear pronunciation is the key in making themselves understand in interpreting.

When the writer was assigned in international departure, there was a female Chinese customer came to the customer service counter asking for toilet. Below is the conversation.

### Example 1.2

**Chinese Customer = CC**

**The Writer = TW**

CC : “**Toyet!!!**”

TW : “Sorry, what is **toyet?**”

CC : “Mmm...**Toyet!!!**”

TW : “Sorry mam, I don’t know what you mean. You can use my google translate”. (Giving his smartphone to the Chinese customer)

CC : (Using google translate). “**廁所 = Toilet**”. (The expression on her face showed that she was dying for a pee).

TW : “Ohhh, do you want to go to toilet?”

CC : “Yes, yes!!!”

TW : “Okay mam, you can go to the lift on the left side, the toilet is beside the lift”

CC : “Thank you”

TW : “You're welcome”.

From the conversation above, the customer service officer did not understand what international customer asked is because the international customer pronounce the word with a difference pronunciation. When the

international customer asked “**Toyet**”, the writer thought that “**Toyet**” is Chinese language.

The third problem is the customer service officer not being able to deliver information requested by international customers in English. For example, on the 31<sup>st</sup> of January, there was a male international customer from Australia who lost his goods, but he still had his passport and plane ticket. He approached customer service to ask for help. Below is the conversation.

### **Example 1.3**

**IC = International Customer from Australia**

**TW = The Writer**

**SC = Senior Customer Service Officer**

IC : Excuse me, I had big problems. Could you tell me the Adelaide flight?

My flight will be on the 3<sup>rd</sup> of February, but I don't have anything now, last night was so bad for me. Someone had stolen almost of mine and now I'm only with my steps.

TW : Do you want to reschedule your ticket sir? If you want to reschedule, you can go inside by departure D.

IC : Yeah, I want to reschedule my flight because now I'm only with my steps so I don't know what I'm going to do in three days.

TW : You can prepare a passport and some money for rescheduling your ticket.

IC : Oh, does reschedule need additional costs? Because I have no money at all.

TW : Yes sir, if you want to reschedule your flight, additional fees is needed.

IC : (Look confused) Mm... So what? I don't have money anymore.

TW : (Look confused, and then asks for help from senior customer service officer) *Maaf kak, boleh minta tolong?*

SC : (Seeing the writer confused) *Ada apa dek?*

TW : *Ini kak, orang ini mau reschedule tiketnya. Tapi dia gapunya uang sama sekali soalnya semalem habis kecopetan katanya.*

SC : *Terus?*

TW : *Nah, aku mau nyaranin dia untuk menghubungi kedutaan negaranya aja kak siapa tau dia bisa dibantu, tapi aku gatau gimana ngomongnya.*

SC : *Oh gitu, yaudah biar kakak yang ngomong.*

SC : Sorry sir, Where are you from? Maybe I can call your country's embassy so you can be helped.

IC : Oh, thank you very much. I'm from Australia.

SC : Wait a minute sir, I'll call the Australian embassy.

IC : Okay, thank you very much.

After an hour later, representatives of the Australian embassy came and helped international customer from Australia who lost their goods. From the problem above, the writer was not being able to deliver information requested by international customers in English. Therefore, the writer asked his senior to convey this information in English.

### **3.1.2 The strategies used by customer service officers of PT. Angkasa Pura I, Bali in handling communication with international customers.**

Minh and Huu (2016) explained that customer satisfaction is becoming one of the most essential objectives which any firm seeking for long-term relationship with customer considers as the top priority. Customer service officers are a bridge between the company and its customers, which in the Customer Service Section must prepared good strategies to handle customers, so that the message delivered to the customers does not cause misunderstandings that can damage the company's image. Certainly, PT. Angkasa Pura I, Bali has prepared strategies to handle customers to be implemented by customer service officers who directly face the customers. In this section, the writer will explain the strategies used by customer service officers of PT. Angkasa Pura I, Bali in handling communication with international customers.

Based on the writer experience during internship from 9<sup>th</sup> January to 6<sup>th</sup> March, there were three strategies to overcome those problems.

The first strategy is using repetition. Based on the writer experience during internship, repetition could help him when he cannot understand what the customer wants. It was proven with the **Example 1.1**, the writer repeated what international customer wants in another sentence when he cannot understand what the customer wants.

Below is the conversation.

**IC = International Customer from Russia**

**TW = The Writer**

IC : “Is it close?” (Apakah dekat?)

TW : “No, check in is open now”

IC : “Haa?” (Look confused).

TW : **“You want to ask whether the check-in counter is open or not right?”**

IC : (Look confused and try to ask again). **“Mm... I mean, is the domestic terminal far from here?”**

From this problem, the writer used repetition strategies to make sure what the international customer asked is whether the check-in counter was open or not because at first the international customer said “close” which means not open. However, the international customer’s mean is domestic terminal far from the international terminal. After the writer knew what is meant by the international customer, he gave information to the international customer about the distance from the international terminal to the domestic terminal.

Second, using machine translation became one of the strategies most often used by customer service officers of PT. Angkasa Pura I, Bali when they cannot catch the word in different pronunciation. Modern machine translation services such as Google Translate and Microsoft's Bing Translator have made significant steps towards enabling users to translate one language into another language.

From **Example 1.2**, the writer did not understand what the Chinese customer meant by “**Toyet**”. Below is the conversation.

**CC = Chinese Customer**

**TW = The Writer**

CC : “Mmm...**Toyet!!!**”

TW : “Sorry mam, I don’t know what you mean. You can use my google translate”. (Giving his smartphone to the Chinese customer)

CC : (Using google translate). “**廁所 = Toilet**”. (The expression on her face showed that she was dying for a pee).

TW : “Ohhh, do you want to go to toilet?”

CC : “Yes, yes!!!”

In the problem above, the writer overcome the problem by giving his google translate in order to understand what is meant by the Chinese customer. Then, the international customer showed the result from google translate (**廁所 = Toilet**) by showing the gesture that she was dying for a pee. Eventually, the customer service officer knew that what is meant by the international customer was “**Toilet**”. Therefore, using machine translation has become one of the most effective strategies in handling communication with international customers.

Third, using interpreter services. The ability of interpreters is to think quickly and precisely, namely to capture what is said, translate one language into another language, then translate it to the interlocutors. Hence, looking for an interpreter became the last strategy in handling communication with international customers. From **Example 1.3**, it is known that the writer could not convey the

information he wanted to say in English. Therefore, the writer asked for help to the senior customer service officer to convey the information he wanted to say in English to the international customer. Below is the conversation.

**TW = The Writer**

**SC = Senior Customer Service Officer**

**IC = International Customer from Australia**

TW : (Look confused, and then asks for help from senior customer service officer) *Maaf kak, boleh minta tolong?*

SC : (Seeing the writer confused) *Ada apa dek?*

TW : *Ini kak, orang ini mau reschedule tiketnya. Tapi dia gapunya uang sama sekali soalnya semalem habis kecopetan katanya.*

SC : *Terus?*

TW : *Nah, aku mau nyaranin dia untuk menghubungi kedutaan negaranya aja kak siapa tau dia bisa dibantu, tapi aku gatau gimana ngomongnya.*

SC : *Oh gitu, yaudah biar kakak yang ngomong.*

SC : **Sorry sir, Where are you from? Maybe I can call your country's embassy so you can be helped.**

IC : Oh, thank you very much. I'm from Australia.

SC : Wait a minute sir, I'll call the Australian embassy.

IC : Okay, thank you very much.

In this problem, the writer did not know how to say "*Aku mau nyaranin dia untuk menghubungi kedutaan negaranya aja kak siapa tau dia bisa dibantu*" in

English. After that, the writer asked senior customer service officer to say the information that he wanted to say before to the international customer in English. Then, senior customer service officer interpret “*Aku mau nyaranin dia untuk menghubungi kedutaan negaranya aja kak siapa tau dia bisa dibantu*” became “**Sorry sir, Where are you from? Maybe I can call your country's embassy so you can be helped**”. In this case, senior customer service officer became an interpreter indirectly. Presenting interpreters could be an effective strategy to handle international customers when we want to say something but we do not know how to express it in other languages.

### **3.2 Obstacles**

During the seven weeks internship at PT. Angkasa Pura I, Bali, the writer got two obstacles that could be added. Those are obstacles in identifying the problems faced by customer service officers of PT. Angkasa Pura I, Bali in handling communication with international customers and obstacles in identifying the strategies used by customer service officers of PT. Angkasa Pura I, Bali in handling communication with international customers.

#### **3.2.1 Obstacles in identifying the problems faced by customer service officers of PT. Angkasa Pura I, Bali in handling communication with international customers.**

The first obstacle is identifying the problems faced by the customer service officers of PT. Angkasa Pura I, Bali in handling communication with international customers. During the seven week internship, the writer just discovered the

problems faced by the customer service officers of PT. Angkasa Pura I, Bali in handling communication with international customers in the last week.

The process of identifying these problems can be considered very difficult, because the writer must also pay attention to the performance of each customer service officer one by one. The writer must also be able to provoke conversation to get more information from each senior customer service officer.

### **3.2.2 Obstacles in identifying the strategies used by customer service officers of PT. Angkasa Pura I, Bali in handling communication with international customers.**

The writer was very difficult to find the strategies used by customer service officers of PT. Angkasa Pura I, Bali in handling communication with international customers because not all senior customer service officers could be invited to share stories. In the beginning, the writer observed to the way the senior customer service officers were serving international customers, and then the writer made conclusions from his observation.

During the internship, the writer met many senior customer service officers who were ignorant and difficult to talk to. Although the writer has dared to ask some of his seniors but his senior still gave a less satisfactory answer. However, the writer was not discouraged to keep looking for information about the strategies used by customer service officers of PT. Angkasa Pura I, Bali in handling communication with international customers.

Finally, the writer met with Bli Yoga, one of the senior customer service officers of PT. Angkasa Pura I, Bali, who is a good senior customer service

officer and also he wanted to share stories and experiences while he was working at PT. Angkasa Pura I, Bali. Bli Yoga provides all the information asked by the writer. Then, the writer finally got experiences in handling communication with international customers.

### **3.3 Added Values**

During the eight weeks internship at PT. Angkasa Pura I, Bali, the writer got two values that could be added. Those are values in identifying the problems faced by customer service officers of PT. Angkasa Pura I, Bali in handling communication with international customers and values in identifying the strategies used by customer service officers of PT. Angkasa Pura I, Bali in handling communication with international customers.

#### **3.3.1 Added values in identifying the problems faced by customer service officers of PT. Angkasa Pura I, Bali in handling communication with international customers.**

During the seven week internship, the writer made observations to find basic problems faced by customer service officers of PT. Angkasa Pura I, Bali in handling communication with international customers. During the observation process, the writer got a lot of experiences and lessons from his senior customer service officers of PT. Angkasa Pura I, Bali.

The writer is a person who ashamed to ask questions in his daily life. During the internship, the writer inevitably had to dare to ask his senior customer service officers to get the information he needed. Finally, the writer dare to ask about what problems are usually faced by each senior customer service officers of PT.

Angkasa Pura I, Bali in handling communication with international customers. In this case, the writer got a very valuable experience that when he needs something he must dare to ask.

During the internship, the writer began to speak fluent English because he often sharpened his speaking skills by communicating with international customers. The writer also got new vocabularies from international customers such as “Luggage”, “A round trip ticket”, and “Baggage cart”. Moreover, he also got a lot of words that pronounced in different pronunciation by the customer in each country, such as the word “Jakarta” was pronounced by Chinese with “iacata”. In addition, the writer also able to improve his listening skills when communicating with international customers during his internship.

### **3.3.2 Added values in identifying the strategies used by customer service officers of PT. Angkasa Pura I, Bali in handling communication with international customers.**

During the internship, the writer got a lot of experience on how to handle communication with international customers. Through observation and semi-structured interviews with senior customer service officers, the writer had many important things to learn in identifying what strategies are usually used by customer service officers of PT. Angkasa Pura I, Bali in handling communication with international customers.

After doing observations and semi-structured interview, the writer finally found the strategies used by the customer service officers of PT. Angkasa Pura I, Bali in handling communication with international customers. After knew the

strategies in handling communication with international customers, the writer directly applied the strategies used by customer service officers of PT. Angkasa Pura I, Bali in handling communication with international customers. The result, the writer could overcome solving problems experienced by international customers.

### **3.4 Related courses**

#### **3.4.1 Practice in Translation**

This course helped the writer during his internship in terms of producing a communicative translation and how to translate words by words.

#### **3.4.2 Listening**

This course helped the writer to be able to receive messages properly. This was related when the writer was communicating with international customers. Being skilled at listening can help the writer to deal with international customers.

#### **3.4.3 Speaking**

This course was helpful in term to delivering messages properly. It helped the writer to communicate with international customers using formal language, describe things, and giving directions, also this course helped the writer to take control of handling the customer complaints.

#### **3.4.4 Pronunciation**

This course was helpful for the writer during his internship in terms of understanding what international customers said. This was also supported the writer in terms of pronounce several words when communicating with international customers.