

CHAPTER I

INTRODUCTION

1.1. Background of the report

Air transport is a transportation system that transporting people or goods from one location to another and also connecting between islands or even between countries through the air by using aircraft. The examples of aircraft on air transportation are airplane, jet, helicopter, and even drones. Recently, in Indonesia air transport is considered becoming more and more popular transportation since there are many advantages. According to Becker (2014), there are several reasons people choose to use air transportation. First, air transportation is the fastest transportation of all. It is the most efficient transportation to save time. Second, nowadays, the cost of air transportation is becoming affordable for people. Unlike it used to be, the cost of air transportation for the economic class is becoming low and even has many discounts especially when we buy via an application. Third, it is the most secure transportation for passengers. It is secure because the airport provides many layers of security check before the flight to the passenger, goods, and even the airplane itself. In conclusion, people choose to use air transport because it fast, affordable, and secure.

PT. Angkasa Pura is one of the biggest air transportation company in Indonesia. According to their official website, PT. Angkasa Pura is owned and

maintained by the government of Indonesia. It was built for managing airport business and services in Indonesia. PT. Angkasa Pura itself is divided into two companies. The first one is PT. Angkasa Pura I and the second one is PT. Angkasa Pura II (Angkasa Pura Airports, 2020). Both of the companies jobs are managing airport and air traffic in some parts of Indonesia. PT. Angkasa Pura I is located in the eastern part of Indonesia, while PT. Angkasa Pura II is located in the western part of Indonesia. In the eastern part of Indonesia, the biggest and the busiest airport is focused on East Java. It is named as Juanda International Airport Surabaya. It has two terminals, they are Terminal 1 and Terminal 2. Terminal 1 is dedicated for domestic flight and Terminal 2 is for International flight. Terminal 1 is used for departure and arrival of a domestic flight, also Umroh and Hajj whereas terminal 2 is used for an international flight.

In Terminal 2 which is mainly focused on an international flight, there are always foreigners who ask for information about the airport, Surabaya city, accommodation, and travel destination around. These foreigners usually need someone who can communicate in English to answer their questions. For example, if the foreigner is asking about flight schedule, money changer location, provider for telecommunication, transportation to go a certain place, borrowing wheelchair or baby stroller, and even when losing baggage then they will look for someone who can help them. In this situation, the foreigner must meet with a trusted person who have capability to handle this such as airport staff. One of the airport staff who has capability and responsibility to handle that case is Customers Service Centre. It would be a great help for them to get services and valid information in

multilingual language. So it becomes important for airport staff especially customer service and hospitality staff be able to communicate using a foreign language especially English, to receive requests, questions, and even complaints so later they can give the best solution and satisfaction to them.

According to Doyle (2019), Customer service is a service to listen carefully to what customer needs and helping to resolve their problems so that they can be satisfied, happy, and loyal. As a part of front line officer there are two main jobs of customer service. First, accept and listen to question or complaints from passengers carefully. It become important to listen to every detail what our customer want from us in order to give best responses to decide best solution for them. Next is giving them a good solution or even offering help if they need it. The best solution we made would be determine our customer loyalty and satisfaction to our services. In addition, offering little help when they need it would be very pleasant to do.

On the other side, customer service and hospitality staff especially in the international airport must have good communication skill in the multilingual language. Since the passenger of the flight is not only locals but also foreign people. At least they should be able to communicate using English since it is the global language throughout the world. In order to give help or solution precisely, they should be able to understand what passenger asks. According to Sinicina (2019), the importance of communication in a foreign language for customer service would increase customer trust and avoid miscommunication. In order to

give proper services to foreign customers, communication in a foreign language becomes an important key in services.

Also, there are several reasons why the writer chose to do his internship at T2 Juanda International Airport Surabaya. First, the writer wanted to train and apply the skill in English to communicate with foreigners. Second, the writer wanted to learn how to communicate with visitor who have a different culture. Finally, the writer wanted to know a lot about the airport working environment, because working in an airport is an interesting job.

1.2. Statement of Problem

1. What were problems faced by Customer Service and Hospitality staff in handling foreign visitors at Juanda Airport T2 PT. Angkasa Pura 1 Surabaya?
2. What were strategies applied by Customer Service and Hospitality staff in handling foreign visitors at Juanda Airport T2 PT. Angkasa Pura 1 Surabaya?

1.3. Purpose of the Report

1. To describe the problems faced by Customer Service and Hospitality staff at Juanda Airport T2 PT. Angkasa Pura 1 Surabaya.
2. To describe the strategies applied to solve the problem by Customer Service and Hospitality staff in handling foreign visitors at T2 PT. Angkasa Pura 1 Surabaya.

1.4. Significance of the Final Report

1.4.1. For the writer:

First, the writer is able to get an opportunity to apply his English skills to communicate with foreigners and widen his knowledge about business, especially in airport. For example about how to receive a complaint and give the best solution for the passengers. Next, the writer can also apply business management that has been learned at university. Afterward, the writer also receives new experience about giving excellent service in aviation terms, managing time, and building teamwork with other staffs to understand work in aviation company during the internship.

1.4.2. For the alma mater:

First, the internship at Juanda International Airport has a relationship with the skills that the writer got during his study in English Diploma. The writer studied the hotel and tourism, office management, public speaking, psychology and services, structure, reading, writing, speaking, and pronunciation, which are related to the job and he can use those skills there. He can gain more knowledge about the culture and tourism objects, especially in East Java because many visitors come there to have a vacation.

1.4.3. For the company:

This internship will help the company to identify and solve company's problem about the airport staffs who are lack to communicate in English.

1.4.4. For other interns:

This internship can improve the other interns skills of speaking as a part of excellent services to foreigners especially when using English language.

1.5. Review of Related Literature

1.5.1. Definition of Customer Service

Customer service is a staff who has duties in communicating and building trust or making a good relation with the customers. According to McGinnis (2019), a good customer service is a staff who is able to help the customer to solve the problem with fast responses in a real-time and able to give the best solutions. It means a customer service should actively handle the passengers, enthusiastic to help with a smile, and able to give the best solution, because customer service is a front line officer. Besides that, customer service should try to give anything that can help the passengers. By understanding what is good customer service in the air transportation industry, customer service must also be able to speak English actively because the passengers are from all over the world.

1.5.2. Problems in handling foreign visitor

According to Vishnoi (2020), there are eight problems in handling foreign customers, and four of them were related to the writer's problems found during internship. First, customer service can not answer the customer question. It is because the customer service staffs are lack of information. Second, customer service fails to understand what customer wants. Sometimes there is a time customers have difficulty explaining their issue when they speak too fast and

customer service staff can not guess what customer ask or complain. This would be troublesome because it may result to misunderstanding. Next, have difficulty in explaining information to a customer. Especially when customer service staff explain to a foreign customer who has a different mother tongue. Last, facing an angry customer. These customers need someone to listen and provide an empathetic ear. It is because they are suffering and it is not their fault. All in all, customer service have several problems they face when handling foreign customer, such as they can not answer customer question, fail to understand what customer wants, have difficulty to explain information, and even face an angry customer during their job duties.

1.5.3. Strategies in handling foreign visitor

According to Longelin (2017) there are eleven strategies in handling foreign customer, and four of them are related to the writer problems found during internship. First, is listen carefully to what customer said. It is very important because customer service job duty first is to accept and listen to your customers when they come. Listening consists of understanding not only the customer's problem but also the way they feel in order to reply the right way. Second, try to communicate effectively. The effective way to communicate here is to speak clearly. This means when customer service explain something they should either pay attention to pronunciation and grammatical correctly especially in foreign language. Next, have a good writing skill. For customer service, the ability to write positive, informative, and brief written communication is a must. The written note may be very helpful for foreigner to remember name, place, and even

direction. Last, have more empathy towards others. Customers will likely appreciate if customer service able to offer help before they ask. It would significantly improve satisfaction towards customer service. Finally, if customer service able to listen carefully what customer said, communicate effectively, have a good writing skill, and have empathy towards other, they can handle foreign customer very well.

1.5.4. The importance English communication for Airport Staff

According to Cutting (2012), using English for airport staff is necessary, although they can only use present tense at least a foreign passenger can talk to the airport staff and feel safe. By understanding basic communication, airport staff can help the foreign passengers if they need help. So the airport staff not only using body language to help the foreign passengers but also help the foreigners by explanation using English through conversation and the airport staff will not miscommunicate with these passengers. Especially for the customer service, English is very important. Because customer service as the front liner officers at the airport. Customer service is the staff who most often communicate directly with foreign tourists in solving the problems experienced by foreign tourists. Here, they should speak English even though they lack in using English communication, but they must speak English to help the foreign.

1.5.5. Understanding Different English Accents in Communication

According to Baese-Berk (2019), communicate in English with people who are non-native speaker are more challenging cause the different accent affects

perception during communication. Non-native speech deviates on a variety of dimensions, ranging from how single sounds are produced to speaking rate. All of these speech can lead to miscommunication if the listener are not pay more attention and not get used to it. If English listener spends more time listening to different accented English such as Mandarin-English, Singapore-English, Indian-English they will get used to it and able to understand the non-native English speaker. A little practice can go a long way toward making communications smoother and more pleasant for all parties, and improved communicative efficiency can have implications for business and political negotiations in addition to everyday personal interactions.

1.6. Methods of the Report

1.6.1. Location and Participant

The writer did an internship at Juanda International Airport T2 PT. Angkasa Pura 1 Surabaya from 14th November until 31st December 2019 as a customer service and hospitality section staff. The writer got an office hour schedule from Monday to Friday starting from 9 am to 4.30 pm. During the internship, the writer worked and also conducted a study on customer service and hospitality staffs that consisting of 9 females staff and 1 male staff including the writer himself. There are 3 group shifts of customer service and hospitality in T2 which is consist of 3 females on every shift. The writer was able to observe all of the customer service and hospitality staffs since the writer got an office hour schedule in the middle of the shift. In this case, the writer collected information and data by analyzing, observe, and interview not only customer service and hospitality staffs and but also customers directly.

1.6.2. Data Collection

In carrying study, several instrument were used:

1.6.2.1. Observation

The Observation was used to discover the customer staff and hospitality behavior, mistakes, and problems they face during handling customers, especially the foreign customer. The writer wrote in a note every time when there is problem and mistake to be analyzed in the final report.

1.6.2.2. Semistructured Interview

Semistructured interviews were used to find out customer satisfaction towards airport services. It also used to find out how customer service and hospitality staffs communicate with customer when they do interview customers every day. All of the customer service and hospitality staffs must conduct a semistructured interview or usually called by self-assessment of satisfactory once every day.

1.6.2.3. Data Analysis

After all the data collected, the writer started my data analysis. First, the writer does sort all of the data based on where the writer gets data from. Then the writer categorize data into two sections, data from observation, and data from the interview. Next, the writer read the data one by one and classify based on the type of the problem. For example, if the problem about speaking the writer put the letter “S” in the first sentence, “W” for writing, “L” for listening, “P” for pronunciation, “G” for grammar, “N” for non-related to English. Then sort it all by the name to make it easier for me to read. Last, the writer recap all data and put several most related data to the final report.

1.7. Framework of the Report

