

## CHAPTER I

### INTRODUCTION

#### 1.1. Background of the Report

According to Drucker (as cited in Azigwe, Maryir, Asunka, and Manamzor, 2016) state that “A business exists for only one purpose, i.e. to serve the customer. The customer is the life wire of every business whether for profit or not” and of course, the one who serves customers is a customer service officer. And the existence of good customer service will help to attract new customers by providing or sharing information about the products and services of the companies.

Customer service is one of the organizational process which companies perform considering the growth and for attracting entrepreneurial opportunities for increasing profitability and better access to the market and increasing the customer satisfaction and loyalty level. From that definition, it could be inferred that good customer service is an important aspect of the whole business process. It also creates customer satisfaction, loyalty, high profitability, and eventually increases organizational growth. Many customers make final purchasing decisions not only according to the product price, but also according to the range and level of customer services related to the product. According to the argument above, it can be seen that good customer service officers can add to the satisfaction of the company and this will have a good impact on the success of the company.

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To improve customer satisfaction and strengthen the cooperative relationship between the company and customers, customer service is also assisted by customer service officers. Customer service officers as a delegation attract potential customers by answering product and service questions, suggesting information about other products and services either directly or by telephone. A customer service officers are responsible for resolving customer queries regarding the products and offers, incorporating changes in the order based on customer's request, providing the source of information, maintaining the database of customer, etc. Therefore, customer service officers are expected to be able to provide the best for customers.

Besides, customer service officers must have several skills. These skills is really needed by the customer service officer skills to help in achieving sales (Coll & Zegwaard, 2006) by improving and developing competencies of salespersons. Ciotti (2018) explained that "Good customer service needs to have those skills, and those are tolerance, considerate, communication skills, knowledge of the product, capability to use positive language, acting skills, time management skills, capability to 'get to know' the customers, a soothing attendance, focus on objectives, capability to handle problems, inducement skills, persistence, closing ability, empathy, willingness to study." (as cited in Azizah, 2019)

One of the most important skills that customer service officers must have is communication skills. Van Staden et al., (2002) clearly stated that "Communication is a form information dissemination which is sent from first person in to another person who in turn reacts by providing feedback."

“Communication is a form of social interaction. It includes a high degree of unpredictability and creativity in form and message, and takes place in advice and social-cultural context.”. Good communication skills are very beneficial for both company and the customer because all agreement comes from good communication. In contrast, bad communication skills are very unbeneficial and sometimes it can lead to misunderstanding and misinterpreting between company and customer.

Therefore, customer service officers must also have interpreting skills to support their ability to communicate. Interpreting covers communication and there is much more to communication than words or signs. Interpreting as a modern profession has established its status in international communities. “It is a form of communication between people with different linguistic and cultural backgrounds.” (Qian, 1994). According Riccardi (as cited in Musyoka & Karanja, 2014) interpreting is considered a problem-solving activity where the source language is the problem and the target language is the solution. Most people associate communication skills with appearances before large audiences at public events such as press conferences or public speaking is indeed a key component in the training of all types of interpreters. More often than not, “the task of the interpreter is portrayed as one of “transcoding” – a simple changing of one code to another.” (Angelelli, 2000) (as cited in Musyoka & Karanja, 2014).

Based on the writer’s observation, interpreting is often used by tourist information centre customer service officers to be an interpreter between international tourists and local people who have limited English proficiency.

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Sometimes they forget the meaning of the sentence that they want to say and they are also a little bit confused to answer because they do not understand what the international tourist is saying. As a result, there are misinterpretations between them. Therefore, customer service officers are often required to be an interpreter to help the customer understand the communication in foreign languages.

In this globalization era, intercultural communication is being more important especially in the tourism industry. For instance, the development of international tourism in Bali is rapidly growing and it makes people from different background and languages are interact with each other.

The writer conducted her internship in Denpasar City Tourism Office as a customer service officer in Denpasar Tourist Information Centre. The topic the writer would like to observe and develop further in this final report is about what are interpretation methods frequently used by customer service officers at Denpasar Tourist Information Centre and what are strategies used by customer service officers at Denpasar Tourist Information Centre to avoid misinterpreting. The reason why the writer chose Denpasar Tourist Information Centre as her internship place because the writer assumed that there is a lot of misinterpreting in public information especially in the Tourist Information Centre. The writer was interested in observing how the customer service officers applied interpreting skills to customers. Therefore the writer decided to write a final report entitled “INTERPRETING METHODS AND STRATEGIES EMPLOYED BY CUSTOMER SERVICE OFFICERS AT DENPASAR TOURIST INFORMATION CENTRE.”

## **1.2. Statement of the Problems**

- 1.2.1.1. What are interpretation methods frequently used by customer service officers at Denpasar Tourist Information Centre?
- 1.2.1.2. What are the strategies used by customer service officers at Denpasar Tourist Information Centre to avoid misinterpreting?

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

- 1.3.1 To discover the interpreting methods used by customer service officers.
- 1.3.2.1 To discover customer service officers' strategies to avoid misinterpreting.

## **1.4. Significance of the Report**

### **1.4.1. For the Writer**

- 1.4.1.1. The writer was able to get knowledge about to be a staff in Denpasar Tourist Information Centre in order to give information to foreign tourists.
- 1.4.1.2. The writer was able to develop her speaking skill.
- 1.4.1.3. The Writer could implement her skill in speaking in English which has been taught before.

### **1.4.2. For Almamater**

- 1.4.2.1. To introduce Denpasar Tourist Information Centre to Universitas Airlangga.
- 1.4.2.2. To maintain and improve the relationship with The Denpasar City Tourism Office.

1.4.2.3. To improve the quality of Universitas Airlangga students.

### **1.4.3. For Company/Institution**

1.4.3.1. Denpasar Tourist Information Centre can use this final report to evaluate and improve the work of the staffs

1.4.3.2. Denpasar Tourist Information Centre can use this final report as their standard operational procedure for its service in helping foreign tourists to travel around Denpasar City.

### **1.4.4. For Other Interns**

1.4.4.1. Other interns can get knowledge in how to giving information to foreign tourists from around the world.

1.4.4.2. Other interns can learn the mistakes of the staffs of Denpasar Tourist Information Centre.

## **1.5. Review of Related Literature**

### **1.5.1. Methods of Interpreting**

Cerezo (2014) stated “beyond these modes, interpreting can be classified into several types” (p. 314), among the most frequently discussed types are conference, community, and media interpreting. According to Mikkelson (1999), Interpreting itself can be described in simple terms: “The interpreter has first to listen to the speaker, understand and analyze what is being said, and then resynthesize the speech in an appropriate form in a different language” (p. 3).

Research in the field of interpretation and translation has offered various models with which to explore the nature of interpreting process, whether using simultaneous or consecutive interpreting (Russell, 2005, p. 135). From the

methods mentioned above, the two main modes of interpreting are consecutive and simultaneous interpreting. Again quoting Russell (2005) argued that “Simultaneous interpretation is defined as the process of interpreting into target language at the same time as the source language is being delivered” (p. 136), therefore the interpreter does not need to memorize or jot down what is said. Moreover, the process of analysis-comprehension and reconstruction-expression are telescoped. The interpreter works on the message bit by bit, giving the portion he has understood while analyzing and giving the next idea. Besides, the simultaneous interpreting method has two variations in delivering the interpretation, those are whispered interpretation and telephonic interpretation.

Sepchole (2017) found “The ancestor of simultaneous interpreting is in fact “chuchotage”. This French word means “whispering” describes a form of simultaneous interpretation that is performed without equipment by simply whispering in a target language to a target audience speech uttered in the source language” (p. 158). Chuchotage is a interpretation where the interpreter interprets for one or two people into one language. The interpreter stands or sits directly beside you and simultaneously whispers the translation of the speech in the ear. When all the mechanism for simultaneous interpretation is not available, “one participant start to speaks and an interpreter whispers simultaneously into the ear of the one or maximum two people who require interpreting services”. Meanwhile, “telephonic interpreting is the situations in which the interpreter works over the telephone, without seeing any parties in the communicative event.” (Lee,2007,p.231).

Simultaneous interpreting is usually used in formal or large group settings, where one person is speaking in front of an audience, rather than in conversational environments. These events can include diplomatic conferences, international conferences, business or board meetings, training sessions, courtrooms, lectures and presentations, and tours. This type of interpreting service is usually requires audio-visual equipment, such as wireless receivers, headsets, and microphones to relay messages quickly to a large audience.

Selekovitch stated that “In consecutive interpreting, the interpreter does not start speaking until the original speaker has stopped” (as cited in Mikkelson, 1999, p. 3). The interpreter, therefore, has time to analyze the message as a whole, which makes it easier for her to understand its meaning. The fact that the interpreter is there in the room, and that the speaker has stopped talking before he begins, means that he speaks to his listeners face to face and he becomes the speaker. Also, the consecutive mode is usually applied in community interpreting, conference interpreting, and court interpreting.

According to Chen (2017), “Note-taking provides a unique opportunity to investigate consecutive interpreting” (p. 4). Interpreter sometimes cannot remember all things so he/she needs to take notes. However, it is necessary to write down all information heard from the speaker since a hundred words may contain only one idea, while one word may imply several ideas. Interpreters does not always make a conscious choice on the form of notes: whether to take notes in symbol or language and if in language, whether to write the word in full or abbreviate it. Gillies argued that “Compared to the language, symbols are easy to



write and read, and can help avoid source language influence because they represent concepts rather than specific words” (as cited in Chen, 2017, p. 155). There is no basic single system of note-taking. Everyone develops their own-note taking tricks to help them recall the ideas, for instance, by using signs, symbols, abbreviations, proper layout, keywords, and figures.

Consecutive interpreting works best for small groups and also one-by-one conversations. The interpreter waits until the speaker is finished to speak before relaying the message in the listener’s language, and vice versa. This type of interpreting is a popular option during both formal and informal occasions. These events can include interviews, HR meetings, parent-teacher conferences, court depositions

### **1.5.2. How to avoid Misinterpreting**

Kader and Seubert argued that “Interpreting strategies should be an important component of interpreter training because the cognitive constraints imposed by the interpreting task require the use of strategies to solve and avoid any problems in comprehension and also the production” (as cited in Li, 2015, p.3). In both areas, the translator and target-language speaker use strategies while facing difficulties in their performance. Li (2015) stated that there is “the differentiation of 27 strategies was set up, those are anticipation, summarizing, skipping, chunking, text expansion, delaying a response, approximation, explaining, morpho-syntactic transformation, extending, transcoding, substitution, changing the order, inference, repair, neutralization, visualization, no repair, reproduction, transfer, resorting to world knowledge, adaptation, personal

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involvement, monitoring, repetition, pause distribution, intonation.” Below are three explanations of the interpreting strategies that are often used by the writer during her internship.

The first one is the anticipation. Anticipation is an important means that helps the interpreter to relieve the on-line memory load so that the processing capacity can be preserved for other efforts. In interpreting Wills (1978) argued that “anticipation is usually defined as the target language production by the interpreter of a string of words before or simultaneous with the speaker’s production of the corresponding a few of words.” Anticipation, is clearly defined as a strategy to avoid the misunderstanding between the source language and the target language, is found by Zanetti (1999), “To be constantly adopted during simultaneous interpretation as a powerful tool, even between syntactically similiar languages.” The interpreter predicts the incoming text and produces a target text segment before it is uttered by the speaker based on linguistic cues such as lexical collocations, supra-segmental features, certain syntactic structures, and knowledge cues such as understanding about the topic and speech context.

The second is summarizing. Sunnari (1995) clearly stated that “the original meaning of summarizing is rendered by the interpreter in a more general and concise way, usually with all repetitive, unimportant, or redundant information deleted or omitted.” The interpreter finds an economic way of expression by summarizing and generalizing the semantic content of the original, deleting what is repetitive or redundant, and selecting the most important information, in particular when facing the high time pressure. Summarizing helps

the interpreter cope with external difficulties, such as high delivery rate, high information density, repetition redundancy, and strong accents. This usually should be a summary of a very long conversation, and a summary of two or three sentences talking about one same idea is usually the longest one that may be considered acceptable.

The third is skipping. According to Barik (1971), “skipping is when the interpreter omits a word or short phrase that does not change the structure.” The interpreter uses periods of silence and pauses in which certain messages are not interpreted at all due comprehension, note-reading, or memory failure. Skipping has also been treated by some researchers as a technique that an interpreter may resort to only when forced by some external difficulty. The interpreter, in particular under high rate of delivery or when facing interpreting difficulties, deletes superfluous or redundant expressions, repetitions, unimportant utterances, or message that is unacceptable in target discourse. Skipping is a strategy that often used by the interpreter to save time, it is about leaving out the inferrable parts, summary and comments, modifiers or where the interpreter believed to be confusing to listeners if translated.

## **1.6. Methods of the Report**

### **1.6.1. Location and Participant**

The writer conducted a study case on six customer service officers at Denpasar Tourist Information Centre consisting of three female and three male customer service officers for eight weeks. The writer is also active as an interpreter in helping customer service officer’s duty. In this case, the writer asked

the agreement from the workers which stated that they permitted for the writer to input their data to the study. The writer is also using the note-taking method and observation to facilitate her in answering study cases. The writer uses two methods in interpreting when carrying out her duties as a customer service officer such as simultaneous and consecutive methods. In avoiding misinterpreting when becoming a customer service officer, the writer uses three strategies to help her on duty, namely, anticipation, summarizing, and skipping.

### **1.6.2. Data Collection**

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

#### **1.6.2.1. Structured Interview**

The writer used structured interview to find out the interpreting methods frequently used by customer service officers to interpret what customers's need, the customer service officers' reason for choosing that interpreting methods, and the strategies that customer service officers used to avoid misinterpreting.

#### **1.6.2.2. Observation**

The writer used observation to discover the interpreting methods that frequently used by the customer service officers of Denpasar Tourist Information Centre to interpret what customers' need. The writer transcribe the conversation between customer service officers and customers.

#### **1.6.2.3. Data Analysis**

In terms of data analysis, the writer used observation and interview to answer the statement of the problems.

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Units of analysis	Data collection techniques
The way customer service officers using interpretation methods to interpret the customer	Observation (transcriptions)
The strategies used by customer service officer to avoid misinterpreting	Semi-structured interview

Following up the table below, the writer analyzed the data collection from each of instruments separately based on the units of analysis. After the writer found patterns from each of data, the writer combined the findings from each data to answer statements of the problems.

### 1.7. Framework of the Report

