CHAPTER 1

INTRODUCTION

1.1 Background of the Report

A tour guide is a person who guides visitors with the foreign language to interprets many things and answers their questions about the place they were visited. According to WFTGA (2003), A tour guide normally maintains an area or a place usually recognized by the appropriate authority. This is one of the world's oldest profession in the tourism industry, and basics for employment in handling customers (WFTGA,2005). An important part in the speaking skill of being a tour guide is having an open communication (TravelBuddee, 2017), to have a successful open communication we have to encourage open communication by engaging the visitors, with asking questions to them, inviting their feedback and point of view. According to travelbuddee, it is not suggested to use a powerful tone in open communication, if they have different means in point of view with us, we recommend to speak more clearly to explain to the visitors, besides, it will also help us to gain more knowledge about a different culture, places, and things, and improving ourselves as a tour guide. Next, it is suggested to be an active listener to the visitors. Being a good listener is a good way to be a good tour guide (travelbuddee, 2017).

2

In Indonesia, there are so many tourism places that need English as the communication language to communicate with foreign visitors that come in there. This is because English is the international language that is used to communicate with people all around the world (Phrachanant, 2012). The example of tourism in Indonesia that are using English as the main communicating language are Bali zoo (Bali), Gili island (Lombok), Raja Ampat Archipelago (West Papua), and Bunaken National Park (Sulawesi), and any other places. Besides all of the tourism that the writer has mentioned, Surabaya also has the tourism object that is visited by many foreign visitors all over the world, namely is Museum Bank Indonesia, or usually called as De Javasche Bank. This is supported by Rizky as the manager of De Javasche bank who said that there are more than 250.000 tourists visited De Javasche Bank each year. It can be concluded that English is very important in the tourism industry as it helps to provide successful guidance for visitors. A Historical tour guide leads some groups to a national monument, museums, historical buildings, and religious or archaeological sites (Sokanu, 2020).

A good tour guide can be the asset of a historical place to gain more visitors. De Javasche Bank used English and need tour guides who can speak English as the language in communicating with the foreign visitors because roughly fifty thousand foreign visitors have visited De Javasche Bank each year (Rizky, 2020). While Surabaya is one of the big cities in Indonesia surely impacted by the high number of tourists visiting Indonesia. To maximize the high number of foreign visitors visit to Indonesia and Surabaya, De Javasche Bank provides the tour with an English

3

tour guide so it can interest the foreign visitors to come and explained by the tour guide about what is the object used before and the history of the buildings.

The writer did the internship from 2 until the 13th of March 2020. During the internship, the writer had so many chances to use English in guiding foreign visitors and providing information regarding De Javasche Bank by handling the brochures in English for foreign students. According to Pond 1993, tour guide place a very special position in a system, they are also the important part in an organization as a supply-side component, also they can be called as the supply-side stakeholder it means they can handle all of the sectors of the tourism industry, such as be the pathfinder to the visitors, handling the visitors to the places and take place to communicate closely with the visitors. No matter whom they are working for, a tour guide is always noticed as a service provider for visitors. The previous of the modern tour guide are copious and varied, and they have to understand mythology, literature, history, and geography.

Communication strategies are important in guiding foreign tourists, According to Dynar Saniaty (1983), One way that the tour guide and the tourists use to avoid their communication problems is called communication strategies. The communication strategies that the writer used to guide the tourist were verbal communication such as giving suggestions and asking for clarification, also the writer used no-verbal communication such as eye contact, gesture to point at some objects, and have a good posture while guiding the tourist. The writer leads some groups and engages them through all around the museum in De Javasche Bank while explaining to them what was the object used in the past before. In this study,

4

the tour guide has to learn about the information about De Javasche Bank for about four days to be allowed to guide the foreign visitors, which is the regulation from the manager. Because if the writer does not understand what is the history of the objects or of the buildings they cannot explain to the visitors if they asked.

Besides doing a tour guide, the writer also do translating in the De Javashce Bank. The writer translates objects description, brochures, and also made new explanations about the objects that have not explained and translated yet from the company. The writer made a description for the objects because it was important for the tourists who did not want the tour guide to accompany them, so the tourist could read the description in the description box near the object so that the tourist could understand the history. The translation was also important because the function of the description and the translation was to give information to the reader or the tourist in De Javasche Bank who would read the description, so it should not be wrong in the translation because if the translation was not understandable, the foreign tourist would not understand the meaning.

The writer's responsibility during the internship as the tour guide and the translator matches with the reason why the writer wants to do the internship in De Javasche Bank. De Javasche Bank gives the writer chance to be a good tour guide and a translator, also apply the subject she got at colleges such as speaking, English, and tourism, and Practice in translation. As the explanation before, communication methods and strategies are important to be a good tour guide, also the methods that Newmark launched also important to translate object description in De Javasche Bank as the information for tourist. Thus, the writer chooses to describe "The

Implementation of Communication and Translation Methods in Guiding Foreign Visitors at De Javasche Bank Museum Surabaya."

1.2 Statement of the Problem

- a. What are the communication strategies used to guide foreign visitors at De Javasche Bank?
- b. What are the methods of translating used in translating the description of object at De Javasche Bank?

1.3 Purpose of the Report

- a. To find out how to be a good tour guide for foreigner using a speaking and knowledge skill
- b. To discover the right and correct translation methods that is used to inform the foreign visitors by the information around the objects

1.4 Significance of the Report

1.4.1 For the writer

The benefits of this final report helps the writer to:

- a. This internship program is used to apply practical skill that are gained from college, such as speaking and cross cultural understanding
- b. This internship program is used to get new experience in a real work place in a company and also to have new connection with interns from another university
- c. The writer can practice to guide the foreigner as in the internship, and also practice translating brochures and objects for explained to the foreign visitors

1.4.2 For the almamater

The benefit of this study are to:

- Share the writer's experience while being a tour guide and translator in De
 Javasche Bank
- b. See and estimate the writer's ability while doing the internship to encounter the foreign tourist fro all around the world

1.4.3 For the company / institution

The making of this final report is has some beneficial purpose to the company:

- a. To introduce the company that Universitas Airlangga students are able to do the internship well
- b. To De Javasche Bank they have interns who have ability to introduce and present the tourist destination that is useful for Bank Indonesia, De Javasche Bank and also for the government of Surabaya

1.4.4 For other interns

The benefits of this study for the other interns especially for junior from English Diploma:

- To dicover the strategies that is used in the internship program in De
 Javasche Bank as the tour guide as well as the translator
- To motivate other interns especially the juniors of English Diploma to make
 the better final report using this guideline

1.5 Review of Related Literature

1.5.1 Tour Guide Verbal Communication

Verbal Communication or talking is communication using words and speaking (Tokotaha, 2002), Tour guides are using verbal communication to show and explain the places to the tourist. A tour guide is a connector between the tourist and the target place. A tour guide is also a person who is guiding a native or foreign tourist to the main tourist attractions such as beautiful landscapes, museums, historical places, and also cultural relics. A tour guide's verbal communication is one of the important parts that should be examined by the tour guide. According to Hosseyni (2012), the delightful way to speak to the tourist, a high level of verbal skill, a fascinating and appropriate language tone can build a healthy conversation connection with the foreign visitors. Even the most knowledgeable and sensitive tour guide should be able to communicate with their group; otherwise, they won't be a successful tour guide. According to Verronica (2019), a tour guide should be able to handle effective communication by giving suggestions, asking questions, and also giving clarification to avoid miss-communication and different meanings of an explanation. For example, if they asked about a building or an object anything and they make a conclusion about something we should clarify the tourist.

According to Natalya (1987) there are several ways of giving suggestion to the tourist, such as

"If you have time..." Example: "If you have time, you should visit
 Mandala Wisata Wenara Wana"

- 2. "I would suggest going to/visiting..." Example: "I would suggest visiting

 Cafe Del Mar. It's incredible!"
- 3. "Do not miss..." or "You cannot miss..." Example "Do not miss Uluwatu

 Beach It's the best beach on all Bali", and so on.

According to Social Hospitality (2020), there are at least several sets of communication strategies that tour guides should master to ask clarification with the tourist such as "I'm sorry I don't understand"; "Pardon me, can you repeat what did you say?"; "I'm sorry I do not understand what you mean, can you describe what you mean?"

questions. The tour guide could do that by inviting the tourist to ask questions.

The example of how the tour guide asks questions to the tourist such as:

- 1. "Does anyone have any questions?"
- 2. "Please feel free to raise your hand if you have any questions"
- 3. "Yes, sir/mam? Do you have any questions?".

According to the writer's lecturer, the explanation about the history of De Javasche Bank to the tourists also included into verbal communication because it is using words and speaking in delivering message and information. The example of how the tour guide use explanations such as:

1. "This is the money room where the employee in the past store the money here and this was guarded by bobyguards"

2. "This CVCS Machine was very important in this bank because it has many functions such as calculate money, sorting money and could detect defect money up to 45.000 sheets per hour"

1.5.2 Tour Guide Non-Verbal Communication

Non-verbal communication is a system of symbolic behaviors that includes all forms of communication except words, in other words, nonverbal communication is the process of communicating through sending and receiving information without words. According to Hosseyni (2012), nonverbal communication involves all the communication in addition to verbal communication, such as facial expression, gestures, postures, eye contact, etc. are all nonverbal communication aspects. A nonverbal message, in addition to completing the verbal message, reinforces and clarifies it and makes a clear message available to the recipient. It is also stated that there are nonverbal communications that can be used by tour guides, those are:

a. Facial expression

The face is the primary instrument to deliver feelings, the face of humans could make a hundred different facial expressions by different configurations by the face muscles. It could be concluded that human face, especially around eyes is the most important part to deliver nonverbal messages. The main reason for the importance of face human for non-verbal communication is, this is the part of the body that usually visible during the interaction when people talking to each other.

Most people look at each other's face and usually do not pay attention to other parts of the body.

b. Gestures / Body language

A movement of a body part could be a tool to deliver nonverbal messages. Body language and movements are complex, it could be different meanings in different situations or cultures of the addressee. Body language is one of the most affected ways of communication. It includes: bodily expression, head, and hands movements, eye contact and appearance that could affect the listener more than verbal communication.

c. Posture

Posture indicates somebody's self-confidence, and interest to the other person, nervous is one of unfavorable posture that could make the tour guide and the tourist feel awkward. An ideal posture is straight and at the same time feels comfortable. Posture should be normal and natural, the tour guide who have less natural or normal is recommended to improve it. The most effective movements of the head and hands are those which are purposeful and natural. Nervous, anxious, unnatural, and abnormal movements interrupt the guide's message and make the conversation between the tour guide and the tourist uncomfortable.

d. Eye contact

Good eye contact communication is a valuable and exciting tool for a speaker. The expert recommends the tour guide to have good eye contact with the tourist. When the speaker keeps him/herself calm, every kind of reflection on the

part of the audience would be useful, even negative ones; and this makes the speaker gain some information or points about his/her performance.

1.5.3 Translation Methods

According to Newmark (1988) translation methods as a continuum between the emphasis on Source Language (SL) and the emphasis on Target Language (TL). considers a scale of seven levels:

a. Word-for-word translation

According to Newmark (1988), it is often applied as interlinear translation. With the TL following the SL word by the word translated singly by their closest meaning. Cultural words are translated literally. Cultural words are translated literally. The main use of word-for-word translation is to understand the mechanics of the source language as closely as possible to TL. The order of word the source language will be followed closely meaning with TL.

b. Literal translation

The SL grammatical sentence is converted to their nearest TL equivalents but the lexical words are again translated singly, out of context. According to Newmark (1988), he stated that the SL grammatical constructions are converted to their nearest TL equivalents but the lexical words are again translated singly, out of context. As a pre-translation process, this indicates the problems to be solved.

c. Faithful translation

According to Newmark (1988), a faithful translation is to reproduce the precise contextual meaning of the original language within the meaning of the TL

grammatical structures. It transfers the cultural words and but still contain the degree of grammatical and lexical 'abnormality' (deviation from SL norms) in the translation. It attempts to be completely faithful to the intentions and the text-realization of the SL writer.

d. Semantic translation

According to Newmark (1988), semantic translation different from 'faithful translation' only in as far as it must take more account of the aesthetic value (that is, the beautiful and natural sound) of the SL text, compromising on 'meaning' where appropriate so that no assonance, word-play or repetition jars in the finished version. Further, it may translate less important cultural words by the culturally neutral third or functional terms but not by cultural equivalents. The distinction between 'faithful' and 'semantic' translation is that the first is uncompromising and dogmatic, while the second is more flexible, admits the creative exception to 100% fidelity, and allows for the translator's intuitive empathy with the original.

e. Idiomatic translation

According to Newmark (1988), Idiomatic translation reproduces the 'message' of the original but tends to distort nuances of meaning by preferring colloquialisms and idioms where these do not exist in the original. Idiomatic translation reproduces the 'message' of the original but tends to distort nuances of meaning by preferring colloquialisms and idioms where these do not exist in the original.

f. Free translation

According to Newmark (1988), Free translation reproduces the matter without the manner or the content without the form of the original. Usually, it is a paraphrase much longer than the original which is not a bonded structure and manner. Free translation reproduces the matter without the manner or the content without the form of the original.

g. Adaptation

Adaptation is the 'freest' form of translation. It is used mainly for plays (comedies) and poetry; the themes, characters, plots are usually preserved, the SL culture converted to the TL culture and the text rewritten. Adaptation aims to replace source language with several cultures which is have a similar meaning with target language because there was no familiar element on source language or cultural element on target.

1.6 Methods of the Report

The writer started to conduct the case study from the first day of the internship program until the end of the internship program at De Javasche Bank or Museum Bank Indonesia. The data collection is done by using observation and semi interview with the officer at De Javasche Bank and the foreign visitors, the data was collected to complete this guideline about how the behavior and service of the officer in De Javasche Bank when the foreign visitor came to the museum and guide them with a good personality. Then the data analysis is conducted after the data are thoroughly collected.

1.6.1 Location and participants

The writer conducts a case study on the writer herself and two foreigners that the writer communicated while doing the internship at De Javasche Bank. Two of them are from Dutch and they are a couple, they visited De Javasche bank to know the history of the bank. The case study that the writer did was expected to ease her effort in writing her final report so that the report could be beneficial to all parties who read the final report later.

1.6.2 Data collection

a. Observation

The writer did the observation method by simply working as a tour guide and while observing how the other staff behave and conduct their responsibility in tour guiding at De Javasche Bank Surabaya. This observation aims to find the problem when doing the internship as a tour guide, to find out the obstacles when being a tour guide, also find out what is the best way to be a good tour guide by observation. The writer explains the history of the objects to the visitors using verbal communication and open communication with the visitors by explained the history and asking for clarification if the tourist has any questions.

The writer also did semi interview with the manager of De Javasche Bank to learn how to behave in guiding foreign tourist. The manager said that the tour guide should be able to memorize the history first, and then apply verbal and non-verbal communication in guiding foreign tourists such as giving suggestions, asking for clarification and also the important one is to make the trip interesting and informative.

b. Data analysis

The writer finally conducted the data analysis from the results of the data collection that she has done during the internship at De Javasche Bank. The data analysis was aimed to be useful for helping the writer in carrying out the writing of her final report. The writer conducted the data analysis by combining the result taken from the observation that she previously did and the semi-structured interview which also has helped her in finishing the data analysis for the benefit of her final report's success.

Topic	Data
Guiding foreigner tourist (verbal and non verbal)	Semi interview
	Observations
Translating objects	Documents

1.7 Framework

What communication strategy of a good tour guide, that foreign visitors needed?

What are the strategy of translating objects at De Javasche Bank, to the foreign visitors could understand the history

The methods of being a good tour guide for foreign visitors at De Javasche Bank

Find out the methods of translating that is used to translate objects in De Javasche Bank



Observation
Semi structural interview

Processing result from the collected data of observation, interviews, and documents.

Finding solutions by using the data

to solve the statements of the problems of this final report.