

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Report

Every company should know what customers need. However, not all companies have the ability to provide services for connecting facilities between customers and companies. According to Kanovska (2010), all company activities such as manufacturing, sales, and customer services officers should ensure the customers' needs. Customer service officers usually works in the front office of the company. Petersen (2019) stated that customer service officers have responsibilities to answer the customer's questions, help to solve problems and refund procedure. Therefore, customer service officers are very important because they can help the customer's need.

Customer service officers need to establish a relationship and giving information through communication. Luhmann argued that communication is the foundation of all social systems (as cited in Maurer 2010). It means that communication is very important to support our social activity. Communication is needed in this work because customer service officer's task is related directly to the person or a customer. Therefore, the roles of customer service officers are very noble, serving the information needed by customers.

Great customer services officers are very needed especially in international fields such as tourism. Customer service officers have to be able to speak English since it is considered as an international language. English has become global in its status either by being made an official language in Outer Circle countries or being prioritized in Expanding Circle ones (Dewi, 2013). As we consider that understanding global language is not easy; customer service officers are often stumbles in this matter. Communicating with international visitors is different from talking to local customers. Many international visitors may feel uncomfortable if the customer service officers' English language skills are not as good as expected. In this case, the customer service officers must be able to handle it by improving their English language skills including mastering listening skills as well.

Greene argued that listening is a very complex process involving both behavioral and cognitive activities (as cited in Ramsey & Sohi, 1997). Lundsteen argued that this activity requires progressively elaborate information processing and decision making on the part of the listener (as cited in Ramsey & Sohi, 1997). A lot of people have a lack of listening comprehension, according to Nemiati & Reza (2016), Based on the results, most of B.A students of English translation studies have performed low on both TOEFL and IELTS (listening comprehension) tests. Furthermore, most of the students (21 cases, 52.5%) asserted that their main problem was identifying words when they were listening to an audio file.

Therefore, the writer chooses to do her internship because English was a very basic requirement in an international airport. Her ability in English would be needed since there will be many foreigners in I Gusti Ngurah Rai International Airport, Bali. Also, these practices will improve the writer's English skills and give her many experiences, such as giving clear information, answering telephone calls, communicating with foreigners, also remembering and explaining some places.

Then, the use of English in international terminal is needed because there are many foreign tourists from many countries around the world who come and go. However, based on the writer's experience, there was a problem about listening comprehension in understanding the British accents; additionally, the writer got strategies in providing clear information to customers. So, the writer would like to discuss it in this final report under the title "The importance of listening comprehension in understanding an accent to provide clear information by customer service officers at PT ANGKASA PURA I BALI".

## **1.2 Statement of Problem**

- 1.2.1 What was the problem faced by the customer service officer at PT Angkasa Pura I Bali during communicating with the customer who speaks British accent?
- 1.2.2 What were strategies used by the customer service officer at PT Angkasa Pura I Bali in giving clear information to customers?

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

The purposes of the report in the internship are in the following:

- 1.3.1 To learn more about the problem that was occurred as a customer service officer at PT Angkasa Pura I Bali in communicating with customers who speak in British accent.
- 1.3.2 To unveil how customer service officer should give clear information at PT Angkasa Pura I Bali.

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

- 1.4.1 For the writer

This final report is beneficial developing the writer's listening comprehension, in determining strategies in giving information to the customers in PT Angkasa Pura I Bali as well as applying speaking course that has been taught at university.

- 1.4.2 For The Almamater

This final report is beneficial for the alma mater to establish good cooperation with PT Angkasa Pura I Bali for students who will do an internship.

#### 1.4.3 For The Company

This final report is beneficial for the company/institution to be used as references to improve the quality and evaluate the performance of customer service officers of PT Angkasa Pura I Bali.

#### 1.4.4 For The Interns

The final report is useful for the other interns to increase knowledge about listening comprehension in understanding British accent and how to give clear information to the customer.

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

#### 1.5.1 Listening Problem

According to Akyuz, Degimenci, Hamdeyilmaz & Yavuz(2015), Listening has always been a crucial part of interaction. This is not just to hear the other side but to have an agreement throughout the message or to give the right response with the help of grammatical knowledge. The goal of listening is to understand the speakers' accent, pronunciation, grammar, vocabulary, and to grasp the meaning. English has become a worldwide language and there are millions of people learning and speaking it, the main learning problem is that they cannot understand what they are listening (Fatih & Nuriyeh, 2015). According to Hamouda (2013), the results of the study showed that accent, pronunciation, speed of speech, lacking vocabulary, different accent of speakers, lack of concentration, nervousness, and bad quality of recording

were the major listening comprehension problems encountered by a group of first year English major students of Qassim University.

Based on the writer's experience, in terms of pronunciation, accent is one of the problems faced by customer service at PT Angkasa Pura I Bali and especially British accent because British accent has different pronunciations from American English. According to Ledin (2013), the most obvious difference is pronunciation. Where British English would cut the phoneme /r/ in the end position, the /r/ is always pronounced in American English. It is true that some messages may be confusing for listeners due to unknown words and expressions, that it may be difficult to understand different variations and accents when listening to foreigners and that external noise and lack of visual aids as body language and facial expressions do not make listening to a recording an easy task (Margarita, 2008).

#### 1.5.2 Customer Service Strategies

Hall (2002) explained that customer service officers are akin to relationship building. It is a process that makes the customer feel trusted, secured, relaxed, and well-disposed toward you, your staff, and the products and services that you provide. According to Ciotti (2019) stated the list of customer service skills that are necessary for success, the first is patience, attentiveness, then ability to communicate clearly, and ability to use a positive language.

The first about patience, customer service must listen carefully and patiently when serving customers so they feel cared for properly. The second is about attentiveness, the ability to truly listen to customers is crucial in providing great service for several reasons. Other than that, it is important to be mindful and attentive to the feedback that you receive at large. Then, the ability to communicate clearly, you need to convey the important points to the customer, make sure to keep it simple, and to leave no doubts. The last but not the least, language is a crucial part of persuasion, and people (especially customers) create perceptions about you and your company based on the language that you use (Gregory., 2019).

## **1.6 Methods of the Report**

### **1.6.1 Location and Participant**

The writer conducted a case study on twelve customer service officers at PT. Angkasa Pura I, Bali, consisting of seven female and five male customer service officers for seven weeks. In this case, the writer asked the leader of the customer service officer in the writer's shift to permit her to involve them in my study. After the writer got permission, the leader showed several things that the writer could do and could not do during the study.

## 1.6.2 Data collection

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

### 1.6.2.1 Observation

The writer did observations to discover the listening comprehension in understanding British accent faced by customer service officers of PT Angkasa Pura I Bali. Then, the writer could find the strategies used by the customer services officer of PT Angkasa Pura I Bali. Also, the writer noted several ways or strategies in providing clear information to visitors.

### 1.6.2.2 Semi-Structured Interview

The writer used semi-structured interviews to find out the problem in understanding British accent and the strategies used by customer service officers of PT Angkasa Pura I Bali in giving clear information to customers. From these semi-structured interviews, the writer found the problem which is about listening comprehension and the strategies in understanding the British accents used by the customer service officer of PT Angkasa Pura I Bali.

### 1.6.2.3 Data Analysis

In terms of data analysis, the writer used triangulation of data collection techniques to answer the statements of problem. Further, in accordance with the statements of problem, the writer could generate two units of analysis which could be



answered by using triangulation of data collection techniques. The table of triangulation of data collection as follow below:

Unit of analysis	Data collection techniques
What is the problem faced by the customer service officer at PT Angkasa Pura I Bali during communicating with the customer who speaks British accent.	<ol style="list-style-type: none"> <li>1. Observation</li> <li>2. Interview</li> <li>3. Notes</li> </ol>
What are strategies used by the customer service officer at PT Angkasa Pura I Bali in giving clear information to customers	<ol style="list-style-type: none"> <li>1. Observation</li> <li>2. Notes</li> </ol>

## 1.7 Frame Work of the Report

