

CHAPTER I

INTRODUCTION

1.1 Background of the Report

The fast worldwide progression to be human beings, we have known that we cannot live without communication. Communication is not only about public and general level but also on a universal scale (Kei & Yazdanifard, 2015). As a living soul, communication is the crucial thing for the whole people, it is like a occasion tools to get the idea from each other. According to Lussier (2010), the primary of the communication procedure is the transfer of the material and thought through a network to anyone who can accept and giving comments. For example, with good communication, a company could give an advantage for their business to reach the goal in a business world. Furthermore, communication could be a way to convey a message, express our emotions, and point out important ideas. A real communication for a company is to describe more effectively to the clients about the diversity and the primacy of the company products in comparison to their competitors (Hilton, 2007).

Aspect of communication related to the perspective language, it will be effectively for interpersonal relationship. Language matters can be a system, the body will be automatically conceived as a means of communicating thought. Some linguists go to this point on counsel that the acquisition of language skills is that the

primary advancement that enabled our prehistoric ancestors to flourish and succeed over different hominid species. (Mayell, H, 2003). Intercultural communication is the method of delivering and receiving communications between a person and also groups whose cultural background influencing to the different understanding of spoken and unspoken mark (Thill & Bovée, 2005). Intercultural business communication may have an effect on the corporate potency within the international business. Within the business world, intercultural business communication isn't simple to face as a result of individuals return from totally different cultures and different backgrounds. The lot of they work along from totally different cultures, the a lot of totally different opinions there'll be. partaking in international business procedures causes the staff within the firm to be a lot of challenged as a result of the workers include people who have numerous values with totally different circumstances (Kei & Yazdanifard, 2015). For example, in a company, Indonesian worker interact using English with Japanese worker in communicating. In this intercultural business communication situation, both of them are using English as a lingua franca and both sharing in different thought and ideas. It is really challenging for both of them because English is not their mother-tongue.

English has become really important communication skills for the commonly thing happens while doing service as Customer Service basically work in Airports. Work at the airport is a responsible job for the customer service that representative in the first gate contact with the passenger. Providing the customers with good customer service to ensure the customer with good experience during

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explain their problems. As a customer service, the way to explain to customer is the first thing should be understand and master about atmosphere around there. To be a good customer service, contacting with stranger people is something to adapt that should be have a training or knowledge of its. Sometimes people did not realize the word 'service' in 'customer service.' To serve means to provide someone with a level of help that truly makes their day better and brighter. Someone needs first good impressions for good interaction. The first impression is the behavior at the same time in point of view of people. Show the good expression with smiling to everyone passed by in front of, give the commendable gesture and posture.

Nowadays, transportation is something needed for business or holiday, especially to go overseas. Airport today it is important to speak in international language, and most of the tourist establishments require employees to speak English in addition the local language of the country because the English now has become the familiar language for almost people. In a tourist management, consequently, high-level personnel with language skills are becoming more and more necessary to corporate efficiency and success in tourism management in the global environment.

The writer conducted the internship in PT Angkasa Pura I Bali, well known as I Gusti Ngurah Rai Airports because Bali is one of the most popular destinations in the world, so it makes more experience during handle a tourist from different country, language, and culture. In the other hand, English is a really basic thing to be airport's customer service, actually in International Terminal. Therefore, in

International Terminal I Gusti Ngurah Rai Bali most of people passed by are foreigners. So, that is the big chance to have extra involvements rather than International Terminal in other city of Indonesia. Besides, the writer can learn many things and apply the courses that have taken during college. From this internship, the writer wants to share and discuss about all of the experiences that already happened to be a customer service in airports.

1.2 Statement of the Problem

There are two problems in this report, those are:

1.2.1 How were the communications used in handling customer's problems in International Terminal PT Angkasa Pura I Bali?

1.2.2 How were the strategies for Customer Service Officer to make airport's customer satisfied?

1.3 Purpose of the Report

The purpose of the report is:

1.3.1 To identify the communication used by the customer service officer while handling customer's problem in International Terminal PT Angkasa Pura I Bali.

1.3.2 To discover how the strategies to make airport's customer satisfied by the Customer Service Officer.

1.4 Significance of the Report

1.4.1 For the writer

To gain the strength of speaking skills, behavior, and adaptation in public area. To bring out the work experience in direct speaking with tourists for problem solving in real workplace and how to be a good customer service it is.

1.4.2 For the almamater

To build a good relationship with PT Angkasa Pura I (Persero) Bali and to highly regard the quality of English for diploma students to do the internship.

1.4.3 For the institution

To introduce PT Angkasa Pura I (Persero) Bali in Universitas Airlangga and to build a good relationship.

1.4.4 For other interns

To introduce PT Angkasa Pura I (Persero) Bali in Universitas Airlangga and to build a good relationship.

1.5 Review of Related Literature

1.5.1 The Communication Did in Handling The Customer's Problems

According to Hamilton (2008) states that communication is the technique of sharing feelings, thoughts, and ideas from one person to every other in commonly

understandable manner. The sender and receiver encode and decode messages in a specific way because they observe their very own heritage, experience, and body of reference, which are extraordinary from every other.

In airport, English has become widely accepted that the lingua franca of international business is English. The language used for communication is very important for humans to express what they want, their meaning, their ideas, etc. Indeed, everyone has realized the importance of language. They focus not only on the mother tongue, but also on the second or foreign language (Kanjnarumpueywong, 2012). However, speech behavior is an area that language learners continue to pay attention to, because they repeatedly face the need to use speech behaviors, such as complaints, logic, requests and rejections, and each behavior can be achieved through strategies.

In this situation, communication verbal and nonverbal did while handling a passenger. The substance and arrangement of verbal and nonverbal correspondence likewise varies. As far as substance, nonverbal correspondence will in general accomplish crafted by imparting feelings more than verbal. As far as syntheses, in spite of the fact that there are decides of sentence structure that structure our verbal correspondence, no such official aides oversee our utilization of nonverbal signs. Similarly, there aren't word references and thesauruses of nonverbal correspondence like there are with verbal images. At long last, though we people are special in our ability to extract and rise above existence utilizing verbal images, we are not by any means the only animals that take part in nonverbal

correspondence (Andersen, 1999).

In verbal expression make us easier to give the idea from each other with observations, thoughts, feelings, and needs (McKay, Davis, & Fanning, 1995).

Observations

When we are doing observations, we tell on the sensory information we are taking or have taken in. Eyewitness trial is a good example of communicating observations. Witnesses are not speculated to make judgments or offer conclusions, which like to tell the truth based on facts or they experienced it. For example, a witness could say, "I saw a neighbor's car leaving the house at 09:30 pm."

Feelings

Details that we are able to express verbally communicating our emotions, the less ambiguous our emotions are going for the person decoding our message. As we expand our emotional vocabulary, we are able to convey the intensity of the emotion we're feeling whether it is mild, moderate, or intense. For example, *happy* is mild, *delighted* is moderate, and *ecstatic* is intense; *ignored* is mild, *rejected* is moderate, and *abandoned* is intense.

Needs

Communicating needs can assist us with completing a venture at work or assist us with exploring the progressions of a drawn out sentimental organization. Not communicating needs can results into sentiments of surrender, dissatisfaction,

or disdain. For instance, in the event that one sentimental accomplice communicates the accompanying idea "I believe we're moving excessively fast in our relationship" yet doesn't likewise communicate a need, the other individual in the relationship doesn't have a guide for what to do because of the communicated idea. Expressing, "I have to invest some energy with my old neighborhood companions this end of the week. Would you mind on the off chance that I returned home without anyone else?" would probably make the articulation progressively compelling.

Contemplations

At the point when we express contemplations, we reach inferences dependent on what we have encountered. For instance, when individuals state, "I feel like you're excessively severe with your participation strategy," they aren't generally communicating an inclination; they are communicating a judgment about the other individual (an idea).

In the other hand, nonverbal communication is a procedure of producing importance utilizing conduct other than words. Instead of considering nonverbal communication as something contrary to or as independent from verbal correspondence, it's increasingly exact to see them as working one next to the other—as a major aspect of a similar framework. However, as a major aspect of a similar framework, they despite everything have significant contrasts, including how the mind forms them. For example, nonverbal correspondence is regularly administered by the correct side of the mind and verbal (Andersen, 1999).

1. Kinesics alludes to body developments and pose and incorporates the accompanying parts:

- Gestures are arm and hand developments and incorporate connectors like clicking a pen or scratching your face, images like an approval to state "alright," and artists like ricocheting your hand alongside the cadence of your talking.
- Head developments and stance incorporate the direction of developments of our head and the direction and situating of our body and the different implications they send. Head developments, for example, gesturing can demonstrate understanding, difference, and enthusiasm, in addition to other things. Stance can show decisiveness, protectiveness, intrigue, availability, or terrorizing, in addition to other things.
- Eye contact is concentrated under the classification of oculusics and explicitly alludes to eye to eye connection with someone else's face, head, and eyes and the examples of turning away and back at the other individual during communication. Eye to eye connection gives turn-taking signs, signals when we are occupied with subjective action, and sets up affinity and association, in addition to other things.
- Facial expression allude to the utilization of the temple, forehead, and facial muscles around the nose and mouth to pass

on importance. Outward appearances can pass on bliss, trouble, dread, outrage, and different feelings.

2. Haptics alludes to contact practices that pass on importance during associations. Contact works at numerous levels, including practical expert, social-obliging, companionship warmth, and love-closeness.
3. Vocalics alludes to the vocalized yet not verbal parts of nonverbal correspondence, including our talking rate, pitch, volume, manner of speaking, and vocal quality. These characteristics, otherwise called paralanguage, strengthen the significance of verbal correspondence, permit us to underscore specific pieces of a message, or can negate verbal messages.
4. Proxemics alludes to the utilization of room and separation inside correspondence. US Americans, as a rule, have four zones that comprise our own space: the open zone (at least 12 feet from our body), social zone (4–12 feet from our body), the individual zone (1.5–4 feet from our body), and the private zone (from body contact to 1.5 feet away). Proxemics likewise considers territoriality, or how individuals occupy and protect individual room.
5. Chronemics alludes the investigation of how time influences correspondence and incorporates how extraordinary time cycles influence our correspondence, including the contrasts between individuals who are past or future situated and social points of view on time as fixed and estimated (monochronic) or liquid and versatile

(polychronic).

6. Personal presentation and environment alludes to how the items we enhance ourselves and our environmental factors with, alluded to as relics, give nonverbal prompts that others make significance from and how our physical condition—for instance, the format of a room and seating positions and courses of action—impacts correspondence

1.5.2 The Strategies to Make Customer's Satisfaction

The main purpose to become an honest customer service is creating customers feel satisfied (Stoltenberg, 2011). Explicit that client satisfaction may well be a sense of shoppers from examination products' performance to their expectations. It's the fulfillment of customer's need or need. Similarly, Kotler and author (2007) justify that shopper satisfaction may well be a sense of enjoyment or discontent arising from comparison a product's performance to customer's expectation.

Customer satisfaction can disagree for each person and each product. Though the merchandise meets the tiniest quantity of customers' needs, it still are called shopper satisfaction. It will remodel yearning if it fails to satisfy the customers' minimum expectation (Zeithaml & Bitner, 2003). Howl (1964) alternative that satisfaction and perspective are interchangeable. in addition, satisfaction refers to positive attitudes whereas yearning refers to negative attitudes.

Customer satisfaction is that the most objective for each kind of firms and it's become a serious conception in promoting. Nowadays, each company should

contend really grueling with others. Ways have shifted from attention on product and sales to attention on promoting thus on produce firms heaps of competitive (Kotler, 2000).

Zeithaml, Parasuraman, and Berry (1990) verify the keys for measurement service quality that end in the consumer satisfaction as follows:

- (1) Reliability: the flexibility to perform the secure service dependably and accurately.
- (2) Responsiveness: the temperament to supply prompt facilitate to the consumer once needed.
- (3) Competency: the staffs' skills and information with relevancy liberal arts the service.
- (4) Accessibility: friendliness and straightforward contact.
- (5) Courtesy: politeness, respect, thought, and friendliness of the staff.
- (6) Communication: informing customers in intelligible language and together taking note of them.
- (7) Credibility: credibleness, honesty, and attribute of the service.
- (8) Security: freedom from danger, risk or doubt.
- (9) Understanding: endeavor to understand the patrons and their needs.
- (10) Tangibility: the appearance of equipment, and facilities, personnel and

communication materials.

To satisfy the five criteria as well as the higher than three options within the previous paragraph and two from service quality models (customer satisfaction and client loyalty, a client service model is developed that is combination of three models namely: (a) inter-cultural, (b) boomerang, and (c) pleasure. The three models are delineating next.

(a) Inter-cultural Model

To understand inter-cultural service encounters and customer's responses to those encounters Hopkins, Hopkins, and Hoffman (2005) given a framework which incorporates variables such as: language; word choice; specific cultural wants and queries; non-verbal communication mechanisms of various cultures; and attitudes toward stereotypes and discrimination. The model has additionally been applied in several contexts by researchers comparable to Sharma, Tam, and Kim (2012); Hopkins, Nie, and Hopkins (2009); and Hulten (2009); thence, the utility of this model has been incontestable.

(b) Boomerang Model

To assess associate organization's proactivity the boomerang model developed by Partch (1996) are often used. The boomerang model proposes the proactive approach of characteristic client issues as critical a reactive approach of fixing the problems once the actual fact. During this model staff are inspired to provide/offer client the service even before the customer has asked for it. In

alternative words, the service suppliers take a proactive approach. The model evaluates front-end workers members on fast client service connected deciding. The most issue that was incorporated from this model was the actual fact that airline and field workers members truly will and do travel the additional mile to satisfy the customers' needs and desires that aren't expressly asked for.

(c) Pleasure Model

Le Bel (2005) has given the pleasure model that sheds light-weight on however research is often applied to the fields of client service and relationship management. The main target of the model is to know the tangible and intangible parts concerning pleasure. Within the planned model the pleasure parts embody intellectual, sensory, and social and emotional pleasure.

1.6 Methods of the Report

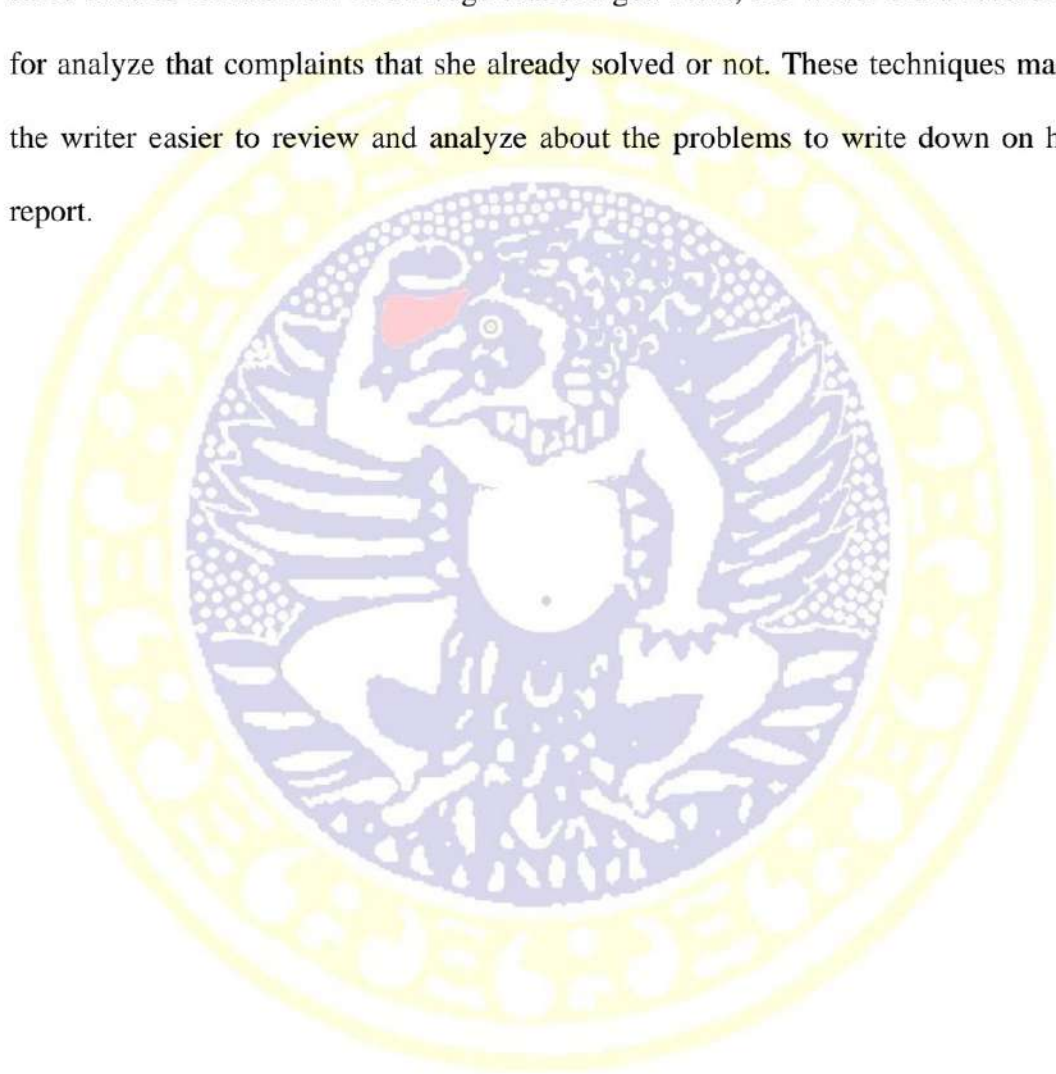
1.6.1 Location and Participant

The writer conducted internship as Customer Service in PT. Angkasa Pura I Bali. In I Gusti Ngurah Rai Airport Bali, there is four teams of customer service depends on the work shift schedule. In this case, she asked permission from the head of customer service to involve them in her studies for a month. Next, the leader of hospitality that takes responsibility for intern was talking about the rules for the intern during work at the airport. The result of observation, commonly problems was about asking for the facilities and how to check-in, because in other country, the check-in counter will be on the first gate. Moreover, another problem

was needed to analyze and evaluation will be explain in details on this report.

1.6.2 Data Collection

To gather data, the writers used some observations and take notes at the same time to remind new knowledge that she got. Next, the writer did a recording for analyze that complaints that she already solved or not. These techniques made the writer easier to review and analyze about the problems to write down on her report.



1.6.3 Data Analysis

In terms of data analysis, the writer used triangulation of data collection techniques to answer the statements of the problems. Let's take a look at the following table.

Unit of Analysis	Data Collection Technique
The communications that used by customer service officer	1. Observation by the problems that commonly handled 2. Take a notes the new problem while senior customer service handling the passenger
the strategies by the customer service officer to make customer satisfied	3. Observations 4. Recording 5. Take a notes something unknown to senior customer service

Table 1: Triangulation of data collection techniques to answer statements of problems

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 find patterns from each of data, the writer merge the findings from each of data to answer statements of problem.

1.7 Framework of the Report

