

CHAPTER IV

CONCLUSION AND SUGGESTION

4.1 Conclusion

The writer obtains his knowledge as customer service during the I Gusti Ngurah Rai Airport internship from January 8 to February 8, 2018. In addition to learning how to be customer service, he also observes how companies improve the quality of their services, especially to handle communication with international visitors. That is why the writer places communication problems as the title of this final report. The writer is working with a number of information from his seniors and computers. The writer also gets many valuable lessons from his first experience in an internship at Bali airport, namely learning to deal with international visitors and learning how to improve quality as a customer service officer. The writer gets a lesson during an internship at a Bali airport. That is, the writer knows and studies the problems faced by customer service officers at the airport of PT Angkasa Pura Bali in handling communication with multi-customers.

The problems are related to culture, language, and limited facilities. Culture is one of the problems faced by customer service officers because of course, the culture in our country and in other countries is different. English language skills are a fundamental ability that should be owned by a customer service officer. Because English has become a universal language used in the professional world. As we know, “the role of a customer service officer’s interpreting language skill is important. Interpreting is the process of translating

from source language to target language orally (Lacorte, 2015). Many customers came to customer service counters to ask for help communicating with other people who speak different languages and being their interpreter. And limited facilities also become one of the causes of the problems faced.

For instance, the writer found various forms of customer complaints, got some information about how customer service worked in the past from his senior, and she directly involved in the middle of problems. Furthermore, the writer also could apply some of his English skills during his internship. The writer concludes that I Gusti Ngurah Rai International Airport collects the forms of complaints, reports every problem that happened in the airport, and surveys their passengers every month in order to be collected in one file and summarized together in a monthly meeting. They bring up the various forms of customer suggestions and complaints to their monthly meeting in order to summarize their quality and setting up better strategies in the future. The writer also concludes that the most important things to improve the service quality are paying attention to disappointed customers and confronting customer complaints confidently.

The writer also finds the strategies used by a customer service officer in handling communication with the international visitors. The first strategies are learning the new culture, and try to then try to practice it, then for language communication. The writer found a solution to use machine translators to help communicate with international visitors.

4.2 Suggestion

During his internship, the writer found some things that he feels need to be present in this suggestion. There are some suggestions for the company and the English Diploma Study Program

4.2.1 Suggestions for the Compahhny

The writer suggests that the company, PT. Angkasa Pura I Bali, to keep improving the way they serve their customers with great quality, especially about communication and language skills and keep the customers' satisfaction. The writer hopes that the company could provide this valuable opportunity for the next generation in the education world. The writer suggests that the company will keep a good relationship with all of the institutions, especially Universitas Airlangga.

4.2.2 Suggestions for English Diploma Study Program

The writer suggests that English Diploma should increase more activities that involve the real working field, such as workshops, or study visits. The writer also suggests that English Diploma Study Program students should be more active to find a company or institution for their internship in a wider area. Especially, the other company or institution outside of Surabaya. The writer hopes that English Diploma Study Program could keep a good relationship and cooperation with PT. Angkasa Pura I Bali.