

A FINAL REPORT
COMMUNICATION STRATEGIES USED BY CUSTOMER
SERVICE STAFF OF PT. ANGKASA PURA I BALI
TO MAINTAIN THE SERVICE QUALITY

Presented in partial fulfilment of the requirement for the Diploma Degree in
English Language



By:

Ryan Julio

Student Number: 151611813049

Major: English Business

ENGLISH DIPLOMA PROGRAM

FACULTY OF VOCATIONAL EDUCATION

UNIVERSITAS AIRLANGGA

2019

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IR - PERPUSTAKAAN UNIVERSITAS AIRLANGGA

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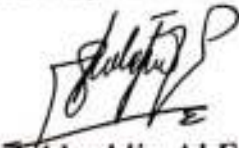
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Surabaya, 23 Desember 2019

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2019

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Surabaya, 23 Januari 2019

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STATEMENT OF ORIGINALITY

I, Ryan Julio (151611813049), honestly declare that the final report I have wrote does not contain the works of parts of the works of other people, except all the cited in the quotation and the references, as a scientific paper should.

Surabaya, 27 Desember 2019



Ryan Julio

151611813049

**I DEDICATE THIS FINAL REPORT TO MY BELOVED PARENTS AND
MY BELOVED FAMILY**

TABLE OF CONTENTS

THESIS EXAMINERS' APPROVAL PAGE	iii
STATEMENT OF ORIGINALITY	iv
TABLE OF CONTENTS	vi
ACKNOWLEDGEMENT	viii
CHAPTER I	1
INTRODUCTION	1
1.1 Background of the Report	1
1.2 Statement of Problem.	4
1.3 Purpose of the Report	4
1.4 Significance of the Final Report.....	5
1.5 Review of Related Literature.....	6
1.6 Methods of the Report	9
1.7 Framework of the Report.....	11
CHAPTER II.....	12
COMPANY PROFILE	12
2.1 Brief History	12
2.2 Company Profile.....	13
2.3 Vision and Mission.....	14
2.4 Services and Facilities	15

2.5	Achievements	16
2.6	Location	16
2.7	Organizational chart	17
2.8	Job and Responsibilities	18
CHAPTER III		22
DISCUSSION		22
3.1	Description	22
3.2	Obstacles.....	32
3.3	Added Value	34
3.4	Related courses	36
CHAPTER IV		38
CONCLUSION AND SUGGESTION		38
REFERENCES.....		40
APPENDICES		42
BIOGRAPHICAL SKETCH		50

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14. The last would be for Corridor working space which has been the writer secret hideout for the writer to do this final report. It was short, but i had a lot of fun. Thank you so much..

The writer is aware that his final report is very imperfect but he just an ordinary human, knowledges indeed very limited just like what Albert Einstein said. Therefore, he welcomed criticism and suggestions from readers who could make this final report better. The writer also hopes this final report can be useful for others, especially for English Diploma students who still need to undergo the final report and will undergo the tough process the final report.

CHAPTER I

INTRODUCTION

1.1 Background of the Report

Indonesia is an archipelago country that has diverse ethnic groups with many variations of customs. Ethnicity, race, and religion are spread all over Indonesia. Bali is one of the provinces in Indonesia which is very popular among domestic and foreign tourists. Bali island known as the Land of the Gods has a predominantly Hindus. Bali attracts tourists with its dramatic dances and colorful ceremonies, arts and crafts, and luxury beach resorts and exciting nightlife. Pitana (2009) explained to learn how people lived with a different cultural background and to learn the culture itself is the main reason they wish to travel around the world.

Foreign visitors come from various countries such as Australia, Malaysia, Singapore, South Korea, Japan, and even Russia. Bali is filled with people from various cultural backgrounds. That is why many foreigners had a hard time trying to communicate even with the English language. According to Charley H. Dodd (2003), communication who represents personal communication, interpersonal and group which emphasis cultural diversities that affect communication participant behavior is one of intercultural communication.

Foreigners use airplanes as their main transportation to visit Bali, so that makes I Gusti Ngurah Rai Airport always crowded with people because hundreds and thousands of people come to admire the graceful views of Bali, the land of the

goods. The airport has always played an important role in their countries, Jarach (2005) explained airports play a vital role in the transportation system, not just as a macro transportation environment. The airport would improve the quality of their regional economy, it also directly participate in developing the countries prosperity itself.

The airport provides various facilities and services needed by foreign passengers such as restaurants, hotels, and also customer service staff to help foreign customers who might face difficulties around the airport. Customer service staff act as a front liner of the Airport. The customer service staff need to have proficient communication skills to make good communication with the passengers. Sullivan (1988), explained that language reduces the uncertainty of workers, plays a role in tourism management, and brings understanding good tourism management.

Besides having to be proficient in communication skills to be able to communicate with passengers, customer service staff also need to have a good attitude. Being polite to everyone, like greeting the passengers and also providing the information needed by passengers. According to Everett Rogers and Lawrence Kincaid (2003), efficient intercultural communication comes from common understanding. Those are but a few skills customer service staff needed, be prepared for any possibilities keep in mind that your passengers satisfaction is the number one priority.

Every human being needs to socialize and communicate with each other to survive because it is their natural behavior as a social creature. The same thing

goes to the tourists at the Airport. Many of them still not familiar with signs and rules around the airport and some of them are even lost and then end up being late for the flight. Customer service staff duty is to help them with that problem. They are obliged to memorize the places, the rules, and also the signs scattered around the airport so they could help any tourist or passengers who have a problem at the Airport.

The writer conducted his internship program on PT. Angkasa Pura I Ngurah Rai International Airport Bali. At first, the writer and his group were given a few choices of jobs, but in the end, they decided to be a customer service staff. Ngurah Rai Airport is considered to be the best Airport in Indonesia and it also pretty famous among foreigners. Therefore back in 2017, I Ngurah Rai International Airport has been awarded by ASQ award by (Airport Service Quality Awards) as one of the best airports in the world. Even though the writer being employed as an intern staff, their responsibility is just as big as the real customer service staff. They need to maintain the reputation of I Ngurah Rai International Airport by giving their best services.

The writer had always considered Bali as his main destination for an internship, furthermore, as an English major student, his skills would be useful considering the great amount foreigners especially on I Gusti Ngurah Rai International Airport Bali. Also, this internship will improve his spoken and written communication skills and also give him many experiences, such as give information, answer telephone calls, communicate with foreign and local tourists, also memorize and explain the places around the Airport.

Besides spoken and written communication, customer service staff also need to learn about manners. Manners are the conventional rules of personal behavior in polite society. It is about being polite and showing respect for each other. The writer had faced so many different types of passengers and each of them has their kind of problems and treatments. Therefore, the writer decided to write his final report under the title “Communication Strategies Used by Customer Service Staff of PT. Angkasa Pura I Bali to Maintain The Service Quality”.

1.2 Statement of Problem.

There are two main problems in this report as follows.

1.2.1 What are the most frequent problems occurred on the International Airport ?

1.2.2 How does customer service of I Gusti Ngurah Rai Airport communicate with many kinds of passengers ?

1.3 Purpose of the Report

The purposes of the report are:

1.3.1 To discover what are the most frequent problem faced by the customer service staff of PT. Angkasa Pura I Bali.

1.3.2 To discover how Customer Service of I Gusti Ngurah Rai International Airport communicate with their customer.

1.4 Significance of the Final Report

1.4.1 For the writer

This final report is beneficial for the writer in:

1. Improving the writer's experience and comprehension in handling communication with both foreign and local passengers.
2. Performing all the skills that has been taught to the writer.
3. Gaining more knowledge and information in handling communication with foreign passengers.
4. Gaining a job opportunities for the writer's future career.

1.4.2 For the alma mater

This final report is beneficial for the almatmater in:

1. Establishing and maintaining a good relationships between Universitas Airlangga and PT. Angkasa Pura I Bali.
2. Representing the capability and quality of Universitas Airlangga students in handling any kind of jobs.
3. Exploring and applying all the skills we have earned in Universitas Airlangga students' ability in handling communication with foreign customers.
4. Applying Universitas Airlangga students' ability in English both their skills and manners.

1.4.3 For the company or institution

This final report is beneficial for the company/ institution to:

1. This final report can be used as reference to improve the quality of customer service officers of PT. Angkasa Pura I Bali in handling communication with foreign customers with using good English language skills and manners.
2. To evaluate the customer service officers of PT. Angkasa Pura I Bali performance.

1.4.4 For interns

This final report is beneficial for interns in:

1. Improving knowledge and experience communication with foreign customers.
2. Improving knowledge about English language skills and manners.
3. Improving knowledge of an excellent customer service officer.

1.5 Review of Related Literature

1.5.1. The frequent problem occurred on Airport

There are several common problems which mainly could occur in International Airports and the one who had to face most of the problems our Customer Service staff. Based on growth and development, increasing numbers of passenger and airplane movements, airport terminal operations have to adjust many of their procedures and implement different services for passengers, especially when they are being processed at the airport terminal (Sorenson, 2015).

At certain times customer service work can be very difficult and after all, every field of work must have a variety of problems that await us. According to

Maria Lebed (2018), Dealing with different individuals and trying to live up to their expectations is not an easy task. It takes patience, sharp intelligence and I would even say the wisdom to navigate through various customer moods and still provide professional service.

Those problems are mainly caused by inactive communication from two individuals with different cultural backgrounds, or some would say Intercultural communication. Moreover, at the International Airport because you can easily meet people from various countries. Intercultural communication, in general, is a communication of two individuals with different cultures, beliefs, values, and ways of acting. Those would also affect every aspect of human experience in communications. Intercultural communication is the process of dealing with behavior that will succeed if it starts with good intentions from both parties. Despite good intentions from both parties, sometimes negative reactions can occur which can trigger cross-cultural communication barriers. Less positive reactions can occur because there are several judgments based on foreign cultures.

1.5.2. Communication Strategies for Customer Service Staff

According to Mathieu (2001), services have become a very effective strategy, it would give a strong competitive advantage through differentiation opportunities even within commodity markets. Furthermore, Kabu Khadka & Soniya Maharjan (2017), explained the success of every business organization depends on customer satisfaction. Every business starts with customers coming "first" and big profits always come after that.

Kabu Khadka & Soniya Maharjan (2017), said that nowadays companies always value customer satisfaction and loyalty as a key component of a successful business. The companies need someone who can fulfill customer needs by providing and providing professional, useful, high-quality services and assistance before, during and after customer requirements are met. That is the reason every company needs customer service staff.

In order to be excellent customer service, one must be able to give their best services, both verbally and nonverbally. According to Ramay Winchester and Lee Curtis (2002), several strategies need to be followed to reach the goals of a great customer service officer. even though strategies will certainly vary, some basics will apply to most companies:

1. Display a positive attitude.
2. Make sure you look neat or well dressed.
3. Immediately welcome customers with a friendly greeting.
4. Perform positive body language.
5. Be courteous and polite to customers and co-workers.
6. Listen to customers.
7. Use the name of the customer when possible.
8. Maintain eye contact with customers.
9. Anticipate the needs of customers and try to meet those needs.

To be more precise. To be a great customer service officer there are many things we should consider starting from our appearances, attitudes, manners and

even gestures. Be careful with what you do, because it would affect the satisfaction of your customer.

1.6 Methods of the Report

1.6.1 Location and participant

The writer conducted a case study on 12 customer service officers in PT. Angkasa Pura I Bali consisting of 6 female and 5 male customer service officers for about four weeks. In this case, the writer asked permission from the leader of the customer service officers to give him to involve them in his final report. After the writer got permission, the leader showed several things that the writer could include and could not include during his study.

1.6.2 Data collection

In carrying out the case study, the writer used several methods to collect the information he needed.

1.6.2.1 Observation

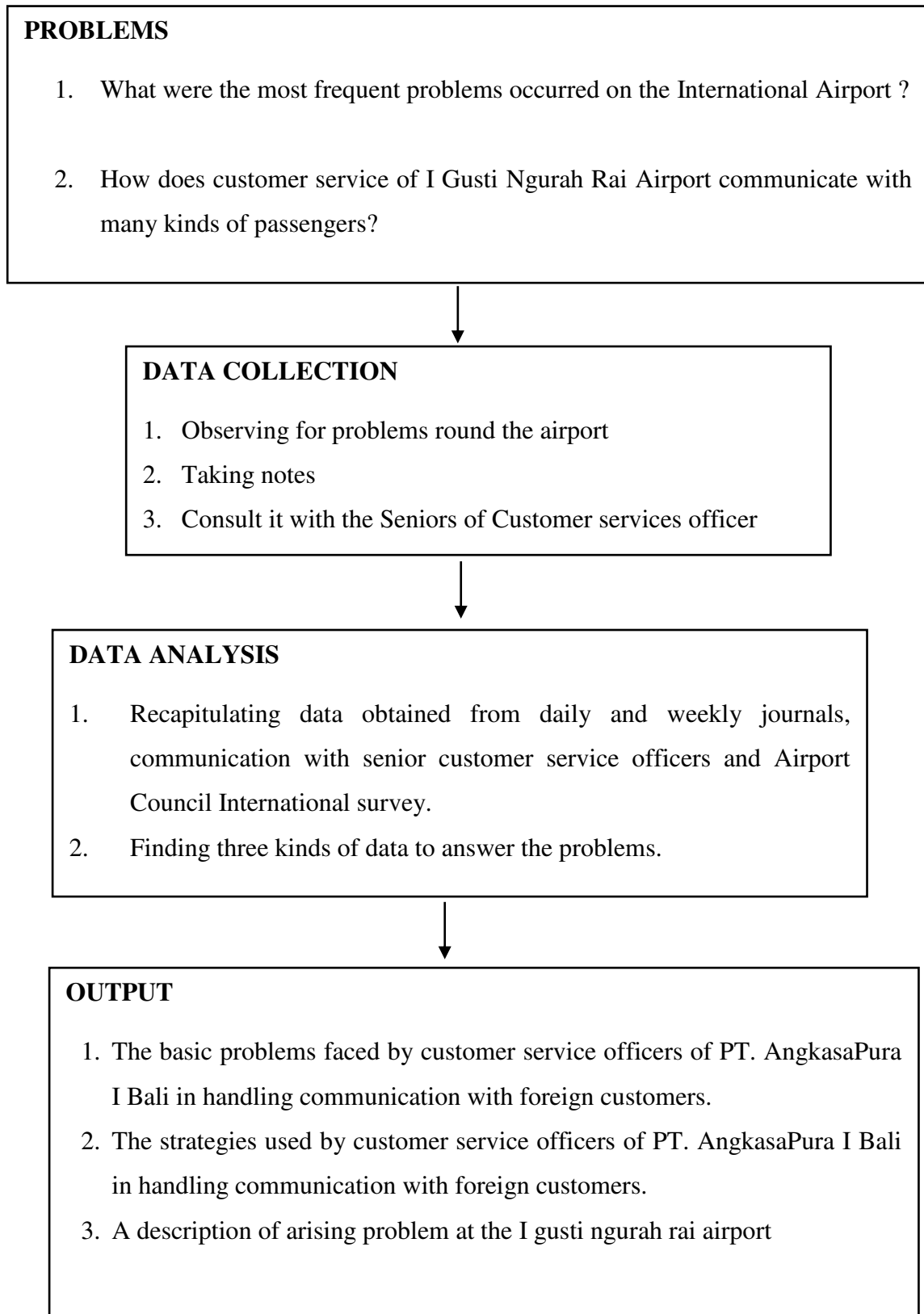
The writer does an observation to discover the problems the customer service officers of PT. Angkasa Pura I Bali usually faced in handling communication with passengers. Then, the writer could find the strategies used by customer service officers of PT. Angkasa Pura I Bali in handling their problem with the passengers. Also, the writer used observation to find out how PT. Angkasa Pura I Bali implementing their English language skills and manners of its customer service officers. In addition, the writer noted several problems that

the customer service officers of PT. Angkasa Pura I Bali appeared during handling communication with foreign customers.

1.6.2.2 Data Analysis

After all data was collected, the writer analyzed the data by recapitulating data obtained from communication with the customer service officers, daily journal, and data from Airport Council International Survey. The common problems that they appeared are English language skills and manners. Moreover, the customer service officers have several strategies in handling communication with foreign customers those are having good English language skills and good manners.

1.7 Framework of the Report



CHAPTER II

COMPANY PROFILE

2.1 Brief History

PT Angkasa Pura I (Persero) is a company engaged in air traffic services and airport business in Indonesia, founded in 1962 by Ir. Soekarno. PT Angkasa Pura I (Persero) is a subsidiary of BUMN (*Badan Usaha Milik Negara*). This company was built because of Ir. Soekarno wants airports in Indonesia to be equivalent to airports in developed countries.

PT Angkasa Pura I (Persero) or Angkasa Pura Airports was first built in Kemayoran, Jakarta named *Perusahaan Negara* (PN) Angkasa Pura Kemayoran. The staple task is superintending and exploiting the port of Kemayoran in Jakarta, which is the only airport company serve flight to and from abroad besides to domestic flight.

After going through a transitional period of two years, on 20th of February 1964 PN Angkasa Pura Kemayoran officially took full control of the assets and operations of Kemayoran Jakarta Airport from the Indonesian Government and stated that date as company's birthday.

On 17th of Mei 1965, in order to further open up the possibility of managing other airports in Indonesia, the name of PN Angkasa Pura Kemayoran changed to PN Angkasa Pura based on Government Regulation No. 21 of 1965 on the Amendment and Supplement to Regulation No. 33 of 1962.

Gradually, Ngurah Rai Airport (Bali), Halim Perdanakusuma Airport (Jakarta), Polonia Airport (Medan), Juanda Airport (Surabaya), Sepinggan Airport (Balikpapan) and Hasanuddin Airport (Ujung Pandang) joined in the PN Angkasa Pura management. Furthermore, company legal status was changed to Public Company (*Perum*) based on Government Regulation No. 37 of 1974.

Furthermore, in 1992, Republic of Indonesia owned all shares in Perum Angkasa Pura I. Hence, based on Regulation No. 5 of 1992, form Perum changed to Limited Liability Company (PT), so the name is PT Angkasa Pura I (Persero). Nowadays, PT. Angkasa Pura (Persero) manages 13 (thirteen) airports in central and eastern Indonesia. Also, PT Angkasa Pura I (Persero) have 5 (five) subsidiaries, namely PT Angkasa Pura Logistics, PT Angkasa Pura Property, PT Angkasa Pura Support, PT Angkasa Pura Hotel, and PT Angkasa Pura Retail.

2.2 Company Profile

PT Angkasa Pura I (Persero) was first established in Indonesia in 1962 specifically in Kemayoran, Jakarta. PT Angkasa Pura I (Persero) manages 13 airports in central and eastern Indonesia. For year, PT Angkasa Pura I (Persero) has a number of visitors who always increase. The focus is giving customer satisfaction both in services and facilities.

PT. Angkasa Pura I Bali or officially known as I Gusti Ngrurah Rai International Airport is one of the busiest airports in Indonesia. It located strategically in downtown area of Tuban. The location is near with several tourist destinations such as Kuta Beach, Jimbaran beach, Pandawa Beach, Garuda Wisnu

Kencana Statue, Uluwatu Temple and etc. Also, there are several public places such as shopping center, food court, bar, spa and etc. Other than near with tourist destinations and public places, PT Angkasa Pura I Bali is accessible for public transportation, named SARBAGITA Bus that can bring passengers go to Denpasar, Badung, Gianyar, and Tabanan.

2.3 Vision and Mission

2.3.1. Vision

- Become a world connector more than around airport operators with advantages of services that provide Indonesian special hospitality.

2.3.2. Mission

- Providing global scale services in the best safety, security and comfort standards.
- Increasing stakeholder value.
- Becoming a government partner and drive economic growth.
- Improving the competitiveness of companies through creativity and innovation.
- Providing excellent airport service assistance in meeting stakeholder expectations through the management of superior human resources.
- Having positive agreement on environmental sustainability.

2.4 Services and Facilities

PT. Angkasa Pura I Bali is equipped with several services on the land side. The first is check-in counters. There are around 60 check-in counters from the airlines from domestic and international. Next is passenger luggage. There are two passenger luggage services, one is in domestic terminal and other is in international terminal. Also, PT. Angkasa Pura I Bali is equipped with immigration service which located only in international departure. Moreover, in order to make the customer easier to find tickets of several airlines and communicate with airline's customer service, PT. Angkasa Pura I Bali served ticketing office and airlines services some in domestic departure on first floor, some in international terminal on second floor.

Furthermore, PT. Angkasa Pura I Bali also provide several facilities, such as air conditioner and Wi-Fi connection covered all airport areas, electricity, nursery rooms, waiting areas, toilet, prayer rooms, check-in machines, bank and ATM machines, reading corners, shopping centres, money changers, mini markets, restaurants, orchid gardens, water fountains, wheelchairs, trolleys, vending machines, flight information screens, and public transportations such as buggy car for carry the elderly, disabled passengers, kids, and pregnant women from domestic terminal to international terminal vice versa, taxi, and SARBAGITA buses that can bring the passenger from or to Denpasar, Badung, Gianyar, and Tabanan.

2.5 Achievements

- The Best Airport by Size and Region: Asia Pacific, 15-25 million passengers per year
- The first place Best Airport by Size: 15-25 million passenger per year
- The second place Best Airport in Asia Pacific (over 2 million passengers per year).

2.6 Location

PT. Angkasa Pura I Bali is located at Jalan Raya Gusti Ngurah Rai, Tuban, Kuta, Kabupaten Badung, Bali. Below is detailed information:

Address: Jalan Raya Gusti Ngurah Rai, Tuban, Kuta, Kabupaten Badung, Bali.

Website: <https://bali-airport.com>

Phone: (0361) 9351011

Zip code: 80362

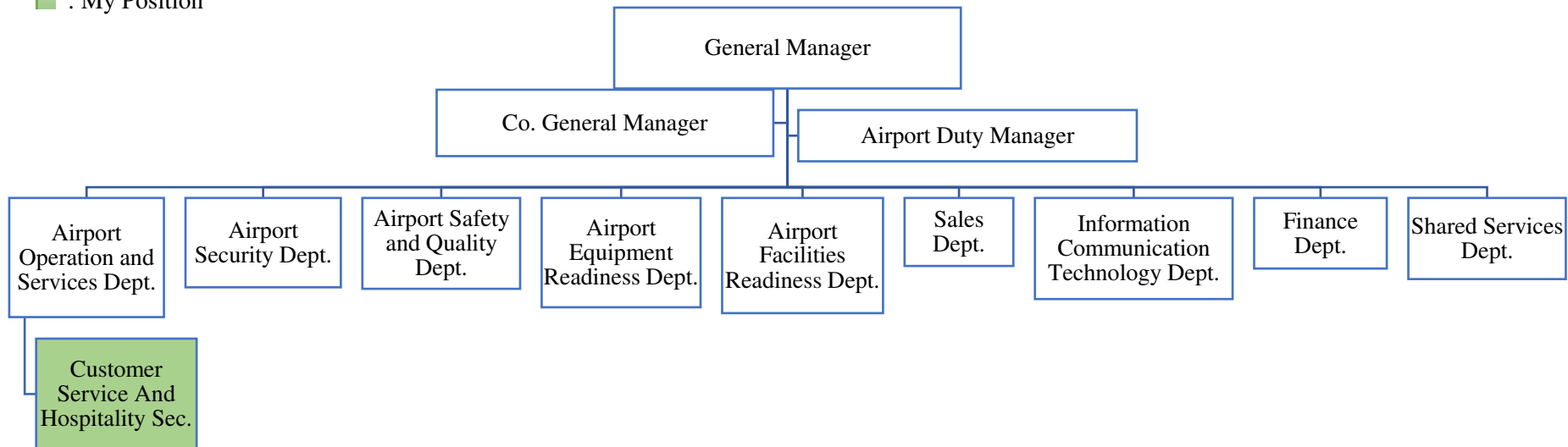


Picture 1- The office from Google Maps

2.7 Organizational chart

NB:

■ : My Position



2.8 Job and Responsibilities

- General Manager.

General Manager is the highest position in the organizational structure at PT. Angkasa Pura I Bali. General Manager is entirely responsible for all matters as well handling operational issues at the airport.

- Co. General Manager.

Co. General Manager is the second highest position in the organizational structure at PT. Angkasa Pura I Bali. Co. The General Manager is responsible for assisting the General Manager in managing and overseeing all activities at the Airport.

- Airport Duty Manager.

Airport Duty Manager is responsible to confirm the integrity and efficiency of daily airport operations, including managing uneven operations and comply with aviation safety and security regulations.

- Airport Operation and Services Department.

Airport Operation and Services Department has responsible to handling operational and service issues throughout the airport area.

- Customer Service and Hospitality Section.

Customer Service and Hospitality Section are division in which take full responsibility for handling Customer Service operations and Special Services Officer. Its duties are arranging the Customer Service Officer's shift, checking the situation in every shift from Customer Service Officer's report, and reporting all of the status report to the Department Head.

- Airport Security Department.

The Airport Security Department is responsible for maintaining security in the airport area and preparing security personnel who are required to oversee several security programs and implement them at the airport. The Airport Security Department is asked to check, monitor and screen all passengers to ensure that safety is maintained.

- Airport Safety and Quality Department.

The main role of the Airport Safety and Quality Department is to verify, by monitoring activities in the field of flight operations, maintenance, crew training and ground operations, that the standards required by the Authority, and all additional requirements determined by the operator, have been carried out properly.

- Airport Equipment Readiness Department.

Airport Equipment Readiness Department has the duty to coordinate and assist stakeholders, including external consultants, in implementing operational readiness programs established for new infrastructure or services that include operations and maintenance from the design stage to operational implementation within a certain period of time.

- Airport Facilities Readiness Department.

Airport Facilities Readiness Department is responsible for assessing the airport and industrial airpark repair and maintenance needs, planning and implementing activities to meet those needs and evaluating repair and

maintenance projects; assists in enforcing airport policies and regulations; supervises maintenance and repair staff, and performs related work as required.

- Sales Department.

Sales department is the direct link between a company's products or services and its customers. Ultimately, the most important function of sales department is maintaining relationships with the customers. Maintaining relationship with the customers is the key to happy, long-term client relationships, not to mention increased profitability.

- Information Communication Technology Department.

Information Communication Technology Department is responsible for providing the infrastructure for automation. It implements the governance for the use of network and operating systems, and it assists the operational units by providing them the functionality they need.

- Finance Department.

Finance Department is responsible for acquiring funds for the firm, managing funds within the organization and planning for the expenditure of funds on various assets. It is the part of an organization that ensures efficient financial management and financial control necessary to support all business activities.

- Shared Services Department.

Shared Services Department is responsible for providing a coordinated corporate support function to Headquarters and decentralized offices and their staff, for administrative transactional processes including staff and non-staff

human resources servicing, travel operations, invoice processing, vendor management, and fixed assets. Also, provides advice and user support across the Organization on the use of corporate administrative, financial and Human Resources systems. Shared Services Department consolidates administrative functions to deliver them in a cost-effective manner, promoting operational efficiencies and service improvements.

CHAPTER III

DISCUSSION

3.1 Description

The writer conducted an internship at I Gusti Ngurah Rai International Airport, Bali, as part of the customer service staff. The writer is responsible for fulfilling all kind of customer needs and assisting them by solving various problems, including giving directions, showing the location of places around the airport, helping a disability and also an over-exhausted passenger by providing a wheelchair, and giving information related to the flight schedule, the delayed flight and also the canceled flight.

Customer service staff is also responsible for giving information related to arrival flight schedules and helping customers finding their pickup driver, relatives at the arrival area. During his internship at the airport, the writer has made much interaction with customers of I Gusti Ngurah Rai International Airport. The writer is placed in a team which is led by Ms. Ikke Octaviani, Ms. Ikke and her team gave the writer basic knowledge on her first day, regarding the standard customer service operating system in Angkasa Pura, Bali. The author was told that the customer service officer at I Gusti Ngurah Rai Airport was divided into 4 teams with 3 shifts. Each team consists of one Shift Leader, 11 to 12 Customer Service Officers, 4 Special Needs Services Officers, and usually 3 to 5 On-the-Job Training (OJT) students.

The writer will explain briefly about his work and activities when he does an internship as a customer service. The writer had spent most of his intern times in the international section because he was assigned to be in the international

terminal of the airport. In this chapter, the writer would like to answer the statement of the problems in Chapter 1 based on his experiences as a customer service staff at I Gusti Ngurah Rai International Airport

3.1.1 What are the most frequent problem faced by the customer service staff of PT. Angkasa Pura I Bali

The writer made observations for one month, from the first week to the fourth as a customer service staff. The author must serve and provide the information needed by the customer. The author is also required to memorize any type of information needed by passengers, which includes flight schedules, gate departure, and also flight arrivals. He also needs to have sufficient knowledge about the location of public airport facilities, such as toilets, money changers, smoking rooms, car rental, official airport taxis, and restaurants.

Besides, customer service staff must be prepared to face unexpected problems and must be able to handle them properly. There are various types of complaints from customers, but unfortunately, the writer has not yet allowed to handle it because he is still an intern. The writer merely acts as a recipient and provider of information to the airport customer.

There are several the frequent problems faced by customer service staff of PT. Angkasa Pura 1 Bali, problems usually occurred on the International terminal of the airport:

1. International phone calls for emergency situation

Back on his intern days as a customer service officer, the writer had a lot of requests from a customer about international calls. Their reason varies, lost wallet,

expired passport, or even simply need it because they missed their flight and they cannot afford to buy a ticket because they ran out of money. So they have no choice, except try to contact their families and ask for their help to return home. Unfortunately I Gusti Ngurah Rai airport still lacks international telephone calling facilities, at the time the writer was still an intern of the customer service staff. At that time, the best thing we could do for them was to help them contact their country's ambassador.

For example :

The customer : Excuse me, could you please help me?

The CS staff : I will try my best sir, what is the problem ?

The customer : I have used my money to buy things and I did not realize that I was using too much. Now I can't even afford plane tickets and my credit card doesn't seem to work here.

The CS staff : I am sorry to hear that, but my apologies sir there is no such facility here in the airport.

The customer : Oh my god, what am i supposed to do now ?

The CS staff : I am really sorry sir, but the least we could do for you is to help you contact your country ambassador here in Bali

After that, the customer goes to the customer staff office to solve the problem with the help of his seniors in the office. The writer, on the other hand, did not have permission to handled customers with such problems. The company considered it to be a very risky job to be given to an Intern student, so he was not able to collect more detailed data about this problem.

2. Wheelchairs

The writer also received a lot of wheelchair requests from the customers. Some customers needed it simply because they felt exhausted. Customers with old age also needed because they are too old and too weak to walk. There are also people needed it due to an unfortunate accident. The main problem was the number of wheelchairs which can be provided by customer service staff is very limited, However, there is a second option, we usually ask their airlines when we run out of wheelchairs. I must admit it's quite useful, but only if the airline staff hurried to come out.

It was on January 24th, the writer received a request from three Chinese girls, one of their friends has injured her leg and is unable to walk. They even need to use an airport trolley to take her to us. We are running out of wheelchairs at that time, so we need to call the airlines they use to get a wheelchair. They said, they would send one of their staff to come out with the wheelchair we have requested as soon as possible. But after all, reality turn out to be very disappointing sometimes. They finally come out with the requested wheelchair, more than thirty minutes after the last time we called them.

3. Impolite illegal driver

This is a normal thing that actually happens at many other airports, especially for tourists. do not be surprised if when you set foot in the arrival hall, you will get approached by some unknown middle-aged guy ask you to be his taxi passenger. Some illegal drivers would also do more extreme things to pursue you to use their services. On the 18th of January, they even have the guts to interfering

with customer service staff jobs, by approaching the tourist while they were in the middle of a conversation with us. It was very impolite, there are many international tourists who complained about their rude action. The airport even need to hire a military to guard the arrival twice a month, to secure the arrival area fro the illegal driver.

4. Sudden flight cancellation

It was January 25, the writer received a major complaint about flight cancellations. That was a Jetstar airline with code JQ-117. At first, there is only one person that complained about his canceled flight. Suddenly the numbers of customers continued to increase and more people were waiting in line to ask for the same information.

For example :

The customer : I am sorry, can i ask you something?

The CS staff : Yes sir, how can I help you?

The customer : I supposed to have a flight today, but the board says that it got canceled now

The CS staff : I am sorry to hear that, may i know which flight is it ?

The customer : It is Jetstar, the code is JQ 117

The writer never had such a problem before, so he asked for an advice from his seniors for a solution. He told the writer to contact the airline, asking for their help to solve the problem directly with their passengers. Actually, that was also the request of passengers themselves, to talk directly with the airline staff and solve their problem immediately.

5. Language

The last problem that often occurs at airports, is a language problem. As experienced by the writer, he had no problem handling a tourist who can speak English, but problems often occurred when we had to face customers who did not speak English when they ask for information or making complaints. As the writer already explained earlier, tourists came from many different countries such as Australia, Singapore, Malaysia, Japan, Korea, and even Russia. On the 15th of January, there is an international tourist who comes to his counter desk and asks for the flight departure gate. The writer did not understand the language she uses, because she comes from Japan and she cannot speak English.

For example :

The customer :

すみません、このフライトのゲートを知っていますか。

In english it means (*Excuse me, do you know the gate for this flight*)

The CS staff : I am sorry madam, but i cannot speak japanese. Can you speak english

But customers did not understand it, and neither did the writer. The writer does not know any language other than English and the situation was getting even more awkward. Finally, she showed her ticket and pointed at the plane code and repeatedly said "gate". The writer quickly typed the code into his computer, and answered it with "Gate D". The writer also uses gestures to answer by showing the direction to the gate with his hand.

3.1.2 How does customer service of I Gusti Ngurah Rai Airport communicate with many kinds of passengers.

Communication with foreigners is very complicated because it has a different pressure compare to anything the writer had ever done before. It also feels strange to finally having to use the English language to communicate at all times, even as an English major student. Furthermore, the writer does not familiar with anything about airports, such as facilities, airplane code, city code, so it made his situation to be even more complicated.

The writer asked his seniors for an advice a lot, to overcome such a problem with his passengers. They told him some tips to handle customers properly. The tips given by seniors in his internship turned out to be quite related to strategies that need to be followed by customer service staff, according to Ramay Winchester and Lee Curtis (2002) :

1. Display a positive attitude :

As a customer service staff, you should display a positive attitude at any time and in almost every possible way. the way you talked, how you dress, and gesture is matters. The customer service staff of I Gusti Ngurah rai airport has already implement it, in a very exquisite way. One of his seniors, Mr. Obby has taught me to always respect customers, even when they angrily complaining about our services.

2. Make sure you look neat or well dressed :

The actual customer service staff always dress in their uniforms, which has been provided by PT. Angkasa Pura. On the other hand, PT. Angkasa Pura I

Bali has already made certain regulation for interns uniform, which is white shirt combined with black pants and also batik for weekend.

3. Immediately welcome customers with a friendly greeting :

Greeting is a very important aspect in communication. So as customer service staff, we should be able to greet them kindly and friendly.

For example :

The CS staff : Good morning sir, how may i help you?

The CS staff : Good afternoon madam, is there anything i could help you with ?

The CS staff : Good evening sir, let me help you with the problem ?

Those are the greeting which usually used by the customer service staff I Gusti Ngurah Rai Airport Bali.

4. Perform positive body language :

While we were having a conversation with the customers, there are several gestures that we should always keep in mind. First, do not forget to smile while you talked to the customers. They must be so tired after all the traveling, so smile it would at least ease their feeling. Second, to always stand up as soon as the customers are approaching you. It would make customers feel respected and taken seriously. Third, the "om swastiastu" gesture. It is a traditional Balinese greeting. To do the gesture, we simply need to clasp hands in front of the chest in a relaxed prayer position and then say, "Om Swasti Astu", meaning 'peace and greetings from God'. Or Swasti means health, health may be upon you.

5. Be courteous and polite to customers and co-workers :

Every intern or freshmen should behave politely to anyone, that is a normal thing to do. As a human, we need to respect every passenger and also co-worker is one of them. The writer always addresses his seniors with Balinese custom, for the male seniors he addresses them with "Bli" and as for female seniors he addresses them with "Mbok". That is the way we show our respect for not only to people of Bali but also respect Balinese culture itself.

6. Listen to customers :

We should always pay attention to our customers, listen to whatever they say. Because if you do not, it would cause a problem if you misheard them even a little. You could end up giving the wrong information to the customers. The worst possibility is you could end up giving inaccurate information about the flight.

7. Use the name of the customer when possible :

Addressing the customers by their name is important, but only in a certain situation. Addressing them with Mr. or Mrs. would be enough sometimes. Back in the writer intern days, the writer usually addressed the customer by their name consistently while he was positioned at the arrival zone or pickup zone. It is very important because it is the only way to help them find their pickup drivers, relatives, or even boyfriend.

For example:

The customer : i cannot find my driver. Would you please announce my name ? so they could find me here.

The CS staff : Right away madam, would you please tell me your name?

The customer : Its Sadie, Sadie Palmer.

The CS staff : Okay thank you Mrs. Sadie, please excuse me for a moment.

And then CS staff announce her name, so her driver would come to pick her up and take her to the Hotel.

8. Maintain eye contact with customers :

Eye contact is a vital aspect of communication, besides listening to them carefully. Customer service staff also need to look at the customer in the eye. Such a thing would be used as proof that we are always taking our customers needs seriously.

9. Anticipate the needs of customers and try to meet those needs :

Customer service staff must be ready to help in every situation. Most of the customers are always asking about the flight schedule, so we need to always double-check the flight schedule in the airport computer and flight schedule board. Therefore when a customer asks a question about flight schedule, you would be able to answer it right away.

For example:

The CS staff : “Checking the flight schedule on his computer”

The customer : I have a flight to doha, i am with Qatar airways. Do you know which gate should i go through?

The CS staff: Qatar airways, is it QR 961 sir?

The customer : Yep, thats my flight

The CS staff: For Qatar airways, you may proceed through gate C, it is those gate on our left sir. Your checking desk would be start from C1 to C4

3.2 Obstacles

3.2.1 Obstacles in Identifying how does customer service of I Gusti Ngurah Rai Airport communicate with many kinds of passengers

Obstacles always exist in every field of work, they are not only to cause us trouble but also to teach us to do better in the future. The writer had faced some obstacles when he was trying to communicate with his customer back in Ngurah Rai Airport Bali.

The first obstacle was the writer was placed in the departure hall of the international terminal. It was a huge shock because most of his fellows interns were always placed at the domestic terminals on their first day of work. The result was the writer ended up feeling very nervous and was unable to provide the correct information to the customers. From the very beginning, the writer was not very familiar with anything about airports, he did not even understand what were airplane codes and city abbreviations code.

The second obstacle was pronunciation understanding. In his early days of his intern. The writer made a very silly mistake related to pronunciation, there was

a customer who asked about his flight schedule. The writer asked him to give the airplane code, the customer answer it and said "something like MX". The writer browses then typed MX code on his computer, but there is no airplane that uses a code such as MX. It turns out what the customer was said is MH, not MX. It was MH all along it stands for Malaysia Airlines.

The third obstacle is dealing with customers who cannot communicate in English. Many customers were unable to communicate with English, the writer had a lot of hard times trying to speak with them. Korean, Japanese and Chinese people are unable to understand English words. The translation app was very useful sometimes, but when it comes to customers with older age it has become useless. It was not their fault though, it was our fault for being unable to enrich our knowledge about language.

3.2.2 Obstacles in Identifying what are the most frequent problems occurred on the International Airport

The first obstacle was the airport pass problem, every airport staff must have a pass if they wish to enter the inner section of the airport. Airport security is very tight, so aviation security will always check every pass, body, and their belongings when the airport employees wish to go to the inside of the building. Airport passes are like IDs for all employees working at the airport, including Customer Service Officers and Special Needs Service Officers. Those who do not possess the pass are not permitted to enter the inner section of the airport. The problem was the writer can only obtain a pass that would expire in just two weeks. The writer ended up being unable to observed information of the airport, he got

kicked out for two times because he did not possess an airport pass. the first was on January 28th and the second was February 5th.

The second and final obstacle was, did not have permission to handle any complaint directly. The writer had some difficulties to collect several data for the final report, because complaints or even problems were known by the writer but could not overcome it because of limited access or limited permission given to interns at the times, and because not all complaints can be given to interns.

3.3 Added Value

3.3.1 Added value in identifying how does customer service of I Gusti

Ngurah Rai Airport communicate with many kinds of passengers

The added value of identifying how does customer service of I Gusti Ngurah Rai Airport communicates with many kinds of passengers was the writer has gained valuable knowledge about communicating with the customer. The author learns that some small aspects such as greetings, clothes, and even simple movements such as smiles are important. That's important because it will create a good mood between you and your customers. Always listen to what they need to say, look them in the eye, make them feel important and always treat every one of them as VIP.

It was also because of the flaw jobs he made about airplane codes and city abbreviations code, his seniors are aware of his inability and patiently showed him some tips to deal with such a beginner problem. The tip was whenever you had a hard time identifying their airplane code or their destination code, asked them

nicely to lend their ticket find the code on the computer. From that day on, the writer had no issues related to all the confusing codes.

The writer had gained knowledge about how we should behave when facing problems and with the problem that the writer becomes aware and gets additional words and can learn the language of another country. He also gained tips to overcome the problem with customers who speak with a language other than English. Translation apps were very useful in this field of works. The writer also learned the true role of customer service staff, we should always help every customer who needs our help.

3.3.2 Added value Identifying what are the most frequent problems occurred on the International Airport

The added value of identifying the writer has gained valuable knowledge about communicating with the customer. The writer gets a lot of lessons on how to deal with problems especially problems when facing international visitors. Even if the customer has a different attitude and we must always serve happily and patiently. As the writer faced when he served customers who complained angrily, but senior writers reminded him to continue to serve happily and patiently, to maintain the quality of service of customer service personnel.

The writer also learned a lesson by his airport pass mistake. When the security would not let him in to do his job and do his data observation. The writer felt a bit angry, it was so sudden he was a bit shock. Just right after he felt fed up, seniors contacted told him to come back to the security check gate and he said:

"do not worry I try my best to persuade them to let you in". The lesson is do not you ever gave up so easily, there always a solution for everything.

3.4 Related courses

3.4.1 Listening

This course helped the writer to be able to receive messages properly. This was related when the writer was communicating with international customers. Being skilled at listening can help the writer to deal with international customers.

3.4.2 Speaking

This course was helpful in term to delivering messages properly. It helped the writer to communicate with international customers using formal language, describe things, and giving directions, also this course helped the writer to take control of handling the customer complaints.

3.4.3 Pronunciation

This course was helpful for the writer during his internship in terms of understanding what international customers said. This was also supported the writer in terms of pronounce several words properly, when having a communication with international customers and understanding their words too.

3.4.4 Public relation

This course was very helpful for writers during his internship in terms of developing ideal ways to build relationships with international customers and provide information to international customers by having the necessary verbal aspects such as speaking clearly and slowly, to the points, and maintaining high self-confidence.

3.4.5 Psikologi Pelayanan

This course was useful for the writer in terms of providing good attitude and manners toward customers. Also, this course helped the writer in understanding the differences of the customers' psychology.