CHAPTER I

INTRODUCTION

1.1. Background of the Report

Tour guides play an important role in tourism industry and it is associated with tour guiding activities. In tourism industry, tour guides are one of the key front-liner staff (Ap & Wong, 2001), because tour guide is the one who directly communicate with foreign visitors. According to Sandaruwani and Gnanapala (2016), a tour guide is a person who has passion for describing, leading, and entertaining visitors when visiting a tourist destination. Moreover, a tour guide should be able to give clear information about the place where they work for. As a front liner staff who directly communicate with the visitors both for domestic and foreign visitors, a tour guide should be able to accommodate and bring satisfaction to their visitors especially foreign visitors. In order to have a good communication with foreign visitors who share different cultures and languages, the tour guides of a tourist destination should be able to speak English fluently. Yang (2014) stated that English is not only used between native and non-native speaker, but now English is used increasingly as a common language in communication between non-native speakers. English language plays an important role in facilitating communication between the tour guides and foreign visitors of a tourist destination.

Indonesia has a lot of potential assets and also many tourist destinations that can attract domestic and foreign visitors to come. Since Indonesia considered English as a foreign language, it is very beneficial for Indonesian if they can speak

1

and understand English, especially in the tourism industry. According to Clement and Murugavel (2018), due to the demand of the global market, the requirements of English language are rapidly increase each year and employees without English language ability may find it very difficult to grow professionally. In tourist destinations management, they also applied the same rules, they required their staffs to have English language ability especially for the tour guides position with the hope of improving the service quality. The ability to master English is very crucial for the development of the business industry in the country. Gani and Damayanti (2018) stated that the ability to speak fluent in English is required in all professional areas, especially in tourism industry since it has a specific characteristic and purpose.

There are so many attractive tourism destinations and diverse cultures in Indonesia. One of those beautiful destinations is Yogyakarta. Yogyakarta is a city in Java island precisely in Daerah Istimewa Yogyakarta and well known for its traditional arts and cultural heritage. Yogyakarta is indeed a city with a lot of attractions, starting from its nature, culinary, traditions, crafts, and adventure. All of these attractions have brought Yogyakarta as one of the most visited destinations in Indonesia both for domestic and foreign visitors. Based on the statistical data from Yogyakarta Tourism Office, the development of tourists visiting Yogyakarta has always been increasing every year both for domestic and foreign visitors. It is shown that, in 2016 there were 3.547.352 visitors, in 2017 there were 3.894.771 visitors and in 2018 there were 4.103.240 visitors. On the other hand, foreign

visitors who are visiting Yogyakarta have also been increasing each year, in 2017 there were 435.655 visitors and in 2018 there were 496.293 visitors.

Moreover, Yogyakarta is also known as the student's city. It is undeniable that the city also has another side that has been known by a lot of people. Yogyakarta is one of the populous cities in which half of them are students. That is why Yogyakarta can be called a melting pot area with a multicultural society where students from all around the country and even from other countries come to pursue education. As a melting pot area for students across the country, Yogyakarta provides many facilities for students who want to learn about education tourism. One of the education tourism destination in Yogyakarta is a science center called Taman Pintar Yogyakarta.

Taman Pintar Yogyakarta is a science center that provides a lot of knowledge and props related to science. The role of Taman Pintar is for facilitating students to learn more about science which very useful to increase their understanding of science. Other than that, Taman Pintar is also a part of tourism destination in Yogyakarta and its existence can attract both domestic and foreign visitors. Therefore, Taman Pintar Yogyakarta is under the auspices of Yogyakarta Tourism Office.

There are a lot of visits from other science center managements which are very crucial to increase the development of foreign visitors who visit Yogyakarta every year. When there is a visit from another science center management, Taman Pintar acts as a host not only in promoting the science center but also the other destinations in Yogyakarta. Taman Pintar also has a lot of programs which are very

interesting. One of those programs is a robotic workshop collaborating with students from another country. Every year, Taman Pintar Yogyakarta always invites students from Macquarie University to come to the science center to manage a robotic workshop for elementary and junior high school students. Because of the various activities in Taman Pintar Yogyakarta, tour guides play an important role in order to accommodate the needs and help the visitors to enjoy the science center itself and also the wonderful city of Yogyakarta.

In Taman Pintar Yogyakarta, a tour guide is not only explaining about the place itself but also accompanying the visitors for the trip to enjoy the city of Yogyakarta. In order to have a good communication with visitors from many countries which share different cultures and languages, a tour guide should be able to speak English fluently. Since there are many visitors come from various backgrounds and countries, they often differ in the perceptions, expectations, and desired satisfaction of a tourist destination Saqib (Saqib, 2019). Therefore, a tour guide should be able to accommodate the visitors' needs and create positive public image for the institutions.

In this final report, the writer would like to observe and discuss about the difficulties faced by tour guides and also the strategies of communication used in handling foreign visitors in order to improve the service quality of Taman Pintar Yogyakarta. The writer found this topic interesting because of the understanding about being fluent in English is quite lacking. According to Al-Saadi (2015), tourism management require their staff to speak English in addition to their first language because English has been known by people around the world. Other than

that, the spread of global tourism and the increases of foreign visitors, English has become more important in every aspect including the services in Taman Pintar Yogyakarta. Those are the reasons why the writer wants to give a title this final report with "COMMUNICATION STRATEGIES USED BY THE TOUR GUIDES IN HANDLING FOREIGN VISITORS IN TAMAN PINTAR YOGYAKARTA".

1.2. Statement of the Problems

1.2.1. What were difficulties faced by the tour guides of Taman Pintar Yogyakarta in handling communication with foreign visitors?

1.2.2. What were strategies used by the tour guides of Taman Pintar Yogyakarta in handling communication with foreign visitors?

1.3. Purpose of the Report

1.3.1. To discover the difficulties faced by the tour guides of Taman Pintar Yogyakarta in handling communication with foreign visitors.

1.3.2. To discover the strategies used by the tour guides of Taman Pintar Yogyakarta in handling communication with foreign visitors.

1.4. Significance of the Report

In writing this report, there are several profits that emerge for some different parties including the writer, alma mater or English Diploma Program, the institution or Taman Pintar Yogyakarta and also for other interns.

1.4.1. For the writer

Through the internship, the writer discovered the use of English in Taman Pintar Yogyakarta and had a new connection with other people outside the campus. The writer was able to get knowledge about being a staff in Taman Pintar Yogyakarta in order to communicate with foreign visitors. The writer could implement her skills during the internship and also the writer will acquire for graduation from an English Diploma.

1.4.2. For alma mater

This study can help student to broaden their knowledge and seek more opportunities. This study can help the establishment of a bilateral relationship with Taman Pintar Yogyakarta and also improving the quality of Universitas Airlangga.

1.4.3. For the institution

Taman Pintar Yogyakarta can use this final report to evaluate their communication skill especially in English Language and a good relationship is expected to be built and able to facilitate students of English Diploma Program to do an internship at Taman Pintar Yogyakarta.

1.4.4. For other interns

The benefits of this study for other interns, especially, for the next interns in English Diploma Programs are to understand about the important use of English in communicating with foreign visitors in Taman Pintar Yogyakarta, to overcome the problems face by the tour guide while communicate with foreign tourist, to motivate the other interns to make a better final report using this as a guideline, and

the writer also hopes that this final report can give benefit to anyone who wants to write other related report.

1.5.   Review of Related Literature

1.5.1. The Difficulties Faced by Tour Guides in Handling Communication with Foreign Visitors

The fact that a tour guide should be able to accommodate foreign visitors who share different culture and language, may lead to the situations that tour guide should mastering English as a bridge of communication. When two people share different culture and language communicate, this condition might cause to the language barriers to occur. Serious challenges are often faced by a tour guide when communicating with foreign visitors. According to Ekayati and Saniaty (2018), there are several difficulties possibility faced by tour guides in terms of communicating with foreign visitors:

1.   Lack of knowledge of the tourist destination

The understanding about the whole information of a tourist destination is really important. Sometimes in a certain situation, a tour guides are lacking in providing the information about the tourist destination. Prakash and Chowdary (2010) also stated that tour guiding is not about telling stories and history which related with the tourist destinations, but a tour guide must interpret attractions and events as the history value of a tourist destinations. This difficulty often faced by the new-trained tour guide and also intern tour guide.

2.   Lack of language competencies including grammar and vocabulary

The technical aspect of English like grammar and vocabulary is often faced by the tour guide in handling communication with foreign visitors. As Indonesian who consider English as a foreign language, it is commonly happen that many people faced difficulties in communicating using English.

3.   Lack of self-confident

In conveying their message with the limited knowledge of language competencies and limited knowledge of the destinations, tour guides usually faced lack of self-confident. This difficulty commonly faced by tour guides when they are not sure about what they wanted to say and afraid of making mistakes in their utterances.

4.   Unfamiliar terminologies

The communication between the tour guides and foreign visitors does not always run well, since they share different knowledge of culture and language. As the information giver, a tour guide should explain about the unfamiliar terminologies that the foreign visitors might not familiar. These unfamiliar terminologies usually related with the cultural context of a destination. However, this information should be fully transferred to the visitors since it has cultural value of a tourist destinations.

1.5.2. The Strategies Used by Tour Guides in Handling Communication with Foreign Visitors

Understanding the communication strategies is important for tour guides to overcome the difficulties. According to Celce-Murcia, Dornyei, and Thurrel, there

are five components of communication strategies used by the tour guides (as cited in Fauziyah, 2012, pp. 6-13):

1.5.3.1. Avoidance (Reduction Strategies)

This strategy includes message replacement, topic avoidance, and message abandonment. Message replacement is a strategy when speakers avoid some uncommon words in delivering information but still talking the same topic. This strategy is useful for the speakers to overcome the problems in delivering message without changing the recent topic. It is different with the next sub topic which is topic avoidance. Topic avoidance is a strategy when speakers avoid talking about particular topic in a conversation. This strategy requires the speakers to change recent topic discussion to another topic because of the unfamiliar terminologies, lack of information, idea, or vocabulary article regarding the topic.

Message abandonment is a strategy when the speakers want to end their utterance in the middle of conversation due to their lack of competencies in speaking especially in choosing the right word to describe what they think. This strategy normally occurred in the end of the conversation because the speakers have some difficulties in expressing their mind.

1.5.3.2. Achievement (Compensatory Strategies)

This strategy includes ten types of strategies which consider as the most common and important. Those ten types of compensatory strategies are circumlocution, approximation, all-purposed words, non-linguistic means, restructuring, word-coinage, literal translation from L1, foreignizing, code switching, retrieval. Circumlocution happens when the speakers chose to describe

the characteristic of an object rather than using the real object as described. This strategy is effective to help the speaker in describing the new terminologies for tourist who share different culture. Approximation is a situation when the speakers replacing word which have similar meaning with the actual word that the speakers want to describe and make the description clearer and understandable.

All-purposed words are the strategy when the speaker replacing the specific word as described to general word to express their mind. Non-linguistic means strategy requires the speaker to describe what they want with gesture or action like drawing pictures. Restructuring is the strategy when the speaker reconstructing the sentence that they wanted to say without changing the actual information. Word coinage happen when the speakers make a new word which not exist in target language but has similar concept with the right one. It is happened when the speaker wanted to cover up their lack of language competence and vocabulary article. Literal translation is a strategy when the speaker delivering the information by word-by-word translation from the source language without considering the context or grammar rules. Foreignizing happens when the speaker conveying their mind from the source language directly to the target language in terms of pronunciation and morphologically. It is happened when the speaker experiencing the lack of language competencies and pretend the word that they chose is exist in source language.

Code switching happen when the speaker uses the word from the native language of interlocutor (not English) to express the meaning. This strategy can make the dialog vary and not boring so that the speaker and the interlocuters feel

close. Retrieval is a strategy when the speakers repeat the first syllable of a word because the speaker is not sure about the pronunciation of a word.

1.5.3.3. Stalling (Time-Gaining Strategies)

Stalling is a strategy when the speaker utilizing the time while thinking the correct vocabulary to deliver their message. In this case, time is something to be made to find the correct term of a word, not to be waste. The speaker usually made certain sound to fill in the gap while they think rather than just keep in silence.

Therefore, this strategy is commonly used by some people because it is easier and looks more natural to avoid long paused during the conversation. There are two types of stalling, those are fillers including hesitation devices and gambit, and self-other repetition.

1.5.3.4. Self-Monitoring Strategies

Self-monitoring strategy is a strategy when the speakers correcting their own mistake by clarifying the meaning. This strategy can make the conversation more comfortable and make the delivering information clearer.

1.5.3.5. Interactional Strategies

Interactional strategy is a strategy when the speaker wanted to clarify what they wanted to say by asking for their partners help. This strategy is really helpful for the speakers to avoid misunderstanding.

1.6.   Methods of the Report

1.6.1. Location and Participant

The writer conducted this case study on 3 tour guides of Taman Pintar Yogyakarta and 4 foreign visitors. The participants consist of 2 tour guides staffs,

the writer as an intern tour guide for 9 weeks, 2 visitors from Australia and 2 visitors from Bangladesh. The writer also asked the participants of this study case to get permission so the writer can input their data in this final report.

1.6.2. Data Collection

Data collection is crucial in helping the writer to finish the study and help the writer in writing this final report. In conducting data collection, the writer used observation and semi-structured interview as the techniques to collect the data regarding the problems.

1.6.2.1. Observation

In order to collect data, the writer used observation to discover the communication strategies that frequently used by the tour guide in handling communication with foreign visitors in Taman Pintar Yogyakarta. The writer also used this technique to find out the common difficulties faced by tour guides in handling communication with foreign visitors. The writer transcribed the tour guiding activities that show the problems.

1.6.2.2. Semi-structure Interview

In order to gather the data, the writer used interview after doing the observation. This method was useful in order to look more concerning problems and problem-solving possibilities by interviewing her senior. The result of the interview would be transcribed as well.

1.6.3. Data Analysis

In terms of analysis, the writer analyzed the data using two data collections such as observation and interview. The following table is the way of the writer to

analyze the problems.

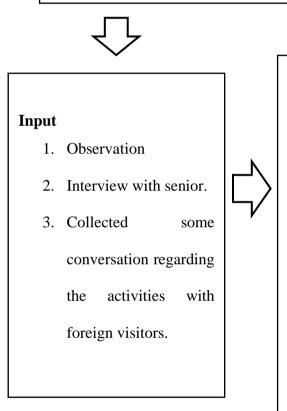| Units of Analysis	Data Collection Techniques
The difficulties faced by tour guides of Taman Pintar Yogyakarta.in handling communication with foreign visitors.	Observation Interview (Transcription)
The strategies used by tour guides of Taman Pintar Yogyakarta in handling communication with foreign visitors.	Observation Interview (Transcription)

Table 1 Data Collection Techniques.

From the table above, the writer analyzed the data collection from each instrument separately based on the units of analysis. After the writer find the pattern from each data, the writer merged and analyzed all collected data to answer the statement of the problems.

1.7. Framework of the Report

Problems

1. What were difficulties faced by the tour guides of Taman Pintar Yogyakarta in handling communication with foreign visitors?

2. What were strategies used by the tour guides of Taman Pintar Yogyakarta in handling communication with foreign visitors?

Input

1. Observation

2. Interview with senior.

3. Collected some conversation regarding the activities with foreign visitors.

Process

1. Using observation and interview as the tool and input data to manage the problem.

2. Transcribed interview with senior.

3. Transcribed the conversation regarding the activities with foreign visitors

4. Analyse the way of the tour guides in handling communication with foreign visitors.

Output

1. Discover the difficulties faced by tour guides in handling communication with foreign visitors in Taman Pintar Yogyakarta.

2. Discover the strategies used by tour guides in handling communication with foreign visitors in Taman Pintar Yogyakarta.