

CHAPTER I

INTRODUCTION

1.1 Background of the Report

Communication has an important role in life. Human as social creatures certainly socialize with one person to another through communication every day. Keyton (2011) stated that communication can be interpreted as the technique of conveying information, ideas, messages and common understanding from one person to other (as cited in Lunenburg, 2010, p.1). For instance, information must be converted into a message that can be understood by others while communicating (Lunenburg, 2010). According to Lovlyn (2017) communication takes a vital part for social activity and media for the human beings to build up and preserve relationship. Furthermore, good communication is needed in various aspects of some fields such as in education, work and business. Edward (2010) stated that good communication is a vital element in organizational success, for example in interpersonal, intergroup, intragroup, directorial, or external levels. According to Adu-Oppong (2014) good communication can lead to better connection, build trust, chemistry and creates a relationship among one person to another. Without having a good communication, people might not be able to understand each other (Reddy, 2016).

Mehta (2012) stated that the use of language has an important role in every human activity, for example communication. On the other hand, languages become binders of humans with other human beings into broader aspects (Mehta, 2012). One of the key to success in communication is the language. Since language is being a communication tool, certain people can also speak and master some languages for example Latin, Greek, French, English, and others (Sirbu, 2015). Reddy (2016) stated that English become second language in several countries. In addition, most people around the world use English to communicate with others.

The role of English is really affected in education, work and business aspects. There are several jobs that require proficiency in English while communicate, for example being a Customer Service Officer. Murugavel & Clement (2018) argues that the position of English in career development of the business is proven in this globalization era. The effectiveness and proficiency in English in handling international issues or handling customer is really necessary since it becomes an important element for business development (Pandey, 2014). Thus, English language is not just for the communication tool but it also has the vital role in business industry.

Based on the writer's experience as a Customer Service Officer, having a good communication is not enough yet. Proficiency in English is really necessary to serve the international passengers. Hence, most of the international passengers use English to communicate with the Customer Service Officers even the international passenger's first language is not English. Moreover, the international passengers will

be happy because we as customer service officers can fulfill the international passengers' needs, delivering information and requests.

The writer conducted her internship in PT. Angkasa Pura I, Bali at I Gusti Ngurah Rai International Airport as a Customer Service Officer. The reason why the writer chose her internship at PT. Angkasa Pura I, Bali was because English is used to communicate while being a Customer Service Officer at International Airport. Thus, her English ability is essential to be applied in the field because there will be many international passengers coming from various countries speaking English. Furthermore, the writer could improve her English skills by applying it in the workplace as Customer Service Officer by helping to fulfill the international passenger's needs and handling problems. Therefore, the writer would like to write a report "Strategies in Handling Problems with International Passengers in PT. Angkasa Pura I, Bali".

1.2 Statement of the Problems

There are two main problems in this report as follows.

1.2.1 What were the frequent problems faced by Customer Service Officers in I Gusti Ngurah Rai International Airport, Bali?

1.2.2 What are the strategies the Customer Service Officers do in handling problems with international passengers?

1.3 Purpose of the Report

The purposes of the report are:

1.3.1 To identify what were the frequent problems faced by Customer Service Officers of PT. Angkasa Pura I Bali in handling problems with international passengers.

1.3.2 To find identify what were the strategies used by customer service officers of PT. Angkasa Pura I Bali in handling problems with international passengers.

1.4 The significance of the report

1.4.1 For the Writer

The writer can improve her speaking skill and applies it on the internship place; the writer could broaden her knowledge and information during internship; understand the problem and know how to solve them.

1.4.2 For alma mater

The internship can build up a cooperative relationship between Universitas Airlangga and PT. Angkasa Pura 1, Ngurah Rai International Airport especially Customer Service; to help and broaden the knowledge for students in Universitas Airlangga; improving the skill for students in Universitas Airlangga.

1.4.3 For the company or institution

This final report can be used as reference to improve the quality of customer service officers of PT. Angkasa Pura I Bali in handling problems with international passengers using good English language skills; to be used to evaluate the performance of customer service officer of PT. Angkasa Pura I, Bali.

1.4.4 For Interns

This report can be used for interns to get knowledge about how to deliver excellent service when becoming a customer service officer at the airport; can use this final report to guide them about the regulation and terms in airport, especially in the service and hospitality section.

1.5 Review of Related Literature

1.5.1 The Frequent Problems Faced by Customer Service Officers.

According to Lehtinen (2007) customer service officers is the person who dealing with customer by providing information, giving solution and ensuring with the customer relationship (as cited in Kaňovská, 2010, p.563). McCann (2013) stated that excellent Customer Service is very crucial in the hospitality industry. Paramount (2016) stated that Customer Service is the movement to take charge of customer's demand by delivering information, giving service and product until customer demands are fulfilled. Gupta et al (2013) stated that customer service can be defined

as the main facet in the business industry and ultimately establish the general surplus and transaction of the organization.

Customer Service is the main key that is essential in a business segment in a company or organization. Customer satisfaction becomes the main priority in the service-oriented business. Customer Service must be able to provide the best service, information and help to fulfill customer's demand. According to KienQuoc & Simpson (2006) the standard of service bringing to customer satisfaction is consider as the result of the serviced that has been given by customer service (as cited in Gupta et al 2013). In this context, as the writer was doing the internship in the airport, the customers also known as passengers.

Odine (2015) stated that failing to give background information or sufficient details can lead to communication problems, including lack of perspective on how people may receive the message, especially when complex issues are being communicated. The communication problems occurred when the customer service handle different types of customers.

According to Schultz & Fricke (2011) stated that terminal progress is relied on the passengers' behaviors. Customer service officers often faced different types of passengers. Also some of the passengers might be difficult to handle by the customer service officers. According to Bortz (2020) here are the six types of customers:

1. Angry customers.

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Some of customers faced difficulties and often get angry for many reasons, such as; did not get good quality of service from customer service, have bad days during their journey and lack of facility.

2. Impatient customers.

Impatient customers are always did not want to queue, rushing the customer service to help them immediately and did not let the customer service hold them or handle the other customers.

3. Intimidating customers.

Intimidating customers often dominate the conversation and do not want to step back. Also, they think that they know everything about the service or facility than the customer service.

4. Talkative customers.

Most of talkative customers are friendly. Nevertheless, it also affected for the customer service to handle because they tend to drone on about topics unrelated to the issue they are facing with, which made the customer service put other customers on hold and queue.

5. Tough customers.

Tough customers can be really overwhelming to handle because they always keep pressure and being sturdy while the customer service try to find out the solutions.

6. Inconclusive customers.

Some customers might have difficulties when it comes to the decision-making, since they consider lot of things whether to take it or not.

Based on the six types of customers mentioned above, all of them are problems faced by customer service officers.

1.5.2 The Strategies in Handling Problems with International Passengers.

Al-Saadi (2015) argued that languages are used as communication tools to develop a relationship between individuals with other individuals, individuals with groups. According to Akoumianakis (2009) language is strategy for human to communicate to express ideas, feeling, thoughts and experience (as cited in Al-Saadi, 2015). It becomes one of the human skills that have been given as a gift from God. Anderson & Rasmussen (2004) stated that the comprehension of the language, whether in business, education or work, directly to have improvements on co-operate skills in the field (as cited in Al-Saadi, 2015). In this globalization era, English cannot be indisputable and avoided since it became the world's language spoken universally (Nishanthi, 2018). Moreover, good communication in English is role to have a successful communication with people from different countries around the world.

Arkansas State University (2016) mentioned that understanding the different methods of conveying information is important especially in business settings. According to Indeed (2020) there are four types of communication. There are:

1. Verbal communication is the use of language to transfer information through speaking or sign language. It is one of the most common types, often used during presentations, video conferences and phone calls, meetings and one-on-one conversations.

2. Non-verbal communication is the use of body language, such as gestures, position of the body and facial expression to deliver the information.
3. Written communication is a way for delivering information through writing, such as blog, essays, symbols, books, pamphlets, et cetera.
4. Visual communication is a communication by delivering information through photographs, art, drawing, sketches and more.

Schultz & Fricke (2011) stated that passenger handling become vital for the development process of terminal. The development of the terminal is based on the feedback by the passengers. Thus, for a customer service, who takes a role to serve the passengers have several strategies in handling passengers due to maintain the development of the terminal.

According to Hickman & Danang (2019) there are several strategies in handling customers:

1. Remain Calm.

Stressful moments often occur in any situation. Negative thoughts came into our head and became overwhelming. Thus, as a Customer Service Officer it is a must to be calm, stay confident and put positive thoughts and behavior. Positive mind and behavior can lead the best service for the customers.

2. Repeat the question slowly.

One of customer service officer's duties is to provide information and solve problems for the customer. Some things also happen when handling

customers, one of which is repeating the customers' questions slowly. The aim is to ensure that what is being asked by customers can be well received so that CSO can provide the right solution to the problem.

3. Apologize.

Product shortages or customer dissatisfaction about a company's facilities is often found when becoming a customer service officer. Therefore, customer service officers became part of their duties to serve customers well. Apologizing is not only spoken when we do something wrong, but it is said when customers experience difficulties and discomforts as they expect. On the other hand, apologizing is indicated to show empathy for customers.

4. The use of gesture.

As a customer service officer good communication in English is not enough yet. The use of gesture is really helpful to support the customer service officers for delivering information such as describe and explain things in order to make the customers understand.

5. Ask the seniors or Supervisor.

Difficulties while handling problems with customers might occur in the workplace, for instance being a customer service officer. Some difficulties will be faced by customer service officers and there may be no solutions provided. So, forwarding or asking seniors or supervisor is a must when you can not handle customers' problems. Seniors or supervisors know better how to deal with it.

Last but not least, in this context, the writer also used the machine translation to solve the problems for non-English speaker. The use of machine translation is very helpful because it can solve the problems easier.

1.6 Methods of the Report

1.6.1 Location and Participant

The writer conducted her internship in PT. Angkasa Pura I at I Gusti Ngurah Rai International Airport, Bali. There are 12 participants that will be in duties standing by on the counters. Each counter is involved by two people and one intern (the writer). The writer helped the Customer Service Officer's duty for four weeks long. In this case, the writer asked the Supervisor of the Customer Service to be part of the Customer Service Officers' shift during her internship there. The writer's supervisor showed the writer what are the duties being a Customer Service Officer about what to do and no to do.

1.6.2 Data Collection

To collect the data, the writer used two techniques: observation and taking notes. In the terms of observation, the writer observed the behavior, gestures, expression that used by the Customer Service Officer while serving the international visitors and applied it in the field. The writer also collect the data by taking notes about the activities, some specific locations, flight codes, telephone or extend number

and more while the writer doing her internship. The writer collected and kept the data to prevent loss.

1.6.3 Data Analysis

In terms of data analysis, the writer summarized the data collection techniques to answer the statement of the problem. Here's the following table:

Units of Analysis	Data Collection Techniques
The frequent problem faced by the Customer Service Officers.	Observation and taking notes.
The strategies on handling problems with international visitors.	Observation and taking notes.

1.7 Framework of the Report

