

CHAPTER I

INTRODUCTION

1.1. Background of the Study

As a social being, communication is one of the crucial things in life. People can maintain and establish a good relationship with others through communication. Language plays an essential role in making good and successful communication, especially English. Harmer (2007) stated that by the end of the twentieth century, English became a lingua franca, which is a language used broadly by people who do not speak the same first language in order to fulfill their needs as human beings, communication. As a result of that, English has spread all over the world and became a communication tool for most of the native and non-native English speaker countries and used in almost all the fields such as science, technology, business, advertising, film industry, transportation, pharmacy, tourism, and to name a few (Rao, 2019). Since English has become an essential tool for doing all of that, it is an undeniable fact that there is a need for all the people who work inside those fields to learn and communicate in the most widely used language in the world.

Communication plays a vital role in business, especially in the tourism business. As a country that has a diversity of cultures and religions, nature, and human resources, Indonesia is a country that has a variety of tourist destinations. In this globalization era, information about tourism around the world can be easily accessed by all people. This makes Indonesia can be easily recognized by people around the world who are interested in Indonesia's diversity of culture. In 2019

itself, the total foreign tourist's arrival to Indonesia amounted to 1,377,067 people (<http://www.kemenparekraf.go.id>, accessed on March 15, 2020), and these amounts will greatly accelerate from year to year. With those high interest, English as the most commonly used language all around the world is a fundamental requirement in this field. As stated by Munghatae (2012), when tourists cannot understand the language in a country that they go to, there is only one option left. The option is to use a linguistic medium that is known by both natives and tourists. The linguistic medium is none other than English because it is the most used language among the other language, or also known as the lingua franca. By using English, the communication between tourists and natives can run smoothly and effectively.

As one of the places to perform traditional instruments, PT. Saung Angklung Udjo (SAU) has a different charm for the guests. It makes PT. SAU has many domestic and international visitors each day from many different cities or even countries. For that reason, communication becomes a crucial thing in PT. SAU, especially communication in English. According to McKinney et al (2004) and Stephen (2011) (as cited in Nabi et al., 2017) communication is an important factor for effective performance towards achieving organizational goals or objectives. In order to achieve company goals, there must be good synergy between company management, staff, and clients. In such a case, PT. SAU must be able to maintain excellent communication between employees and guests. Hence, PT. SAU has Guest Relation Officer division as a communication bridge.

The writer conducted her internship at PT. SAU, which is a Sundanese cultural performance place, as a Guest Relation Officer. The writer believes that the

high number of tourists coming to Indonesia makes English become an essential requirement in PT. SAU. The writer's English ability is needed since the number of foreign guests at PT. SAU increases day by day. When the writer conducted her internship, she met a lot of foreigners with a variety of communication barriers, such as environmental & physical barriers and semantic barriers. However, she also found out the communication strategies to overcome the communication barriers. Thus, the writer intended to explore those topics deeper in this final report under the title "Communication Strategies Used by Guest Relation Officers at PT. Saung Angklung Udjo Bandung".

1.2. Statements of the Problems

There are two problems in this report as follows.

1. What are the common communication barriers faced by guest relation officers at PT. Saung Angklung Udjo?
2. What are the communication strategies used by guest relation officers at PT. Saung Angklung Udjo?

1.3. Objectives of the Study

1. To discover what the common communication barriers faced by guest relation officers at PT. Saung Angklung Udjo.
2. To find out what are the communication strategies used by guest relation officers when facing foreign guests at PT. Saung Angklung Udjo.

1.4 Significance of the Report

1.4.1 For the writer

Along with this final report, the writer gets several benefits. The first benefit is implementing and improving the writer's writing skills. The second benefit is sharing the writer's experience. Last, the writer also gains a lot of new knowledge and skills about common communication obstacles faced by the Guest Relations Officers and the communication strategy used by the Guest Relations Officers to overcome communication barriers at PT. Saung Angklung Udjo.

1.4.2 For the alمامater

For the alمامater, the advantages of this final report are to introduce the common communication barriers that might appear in the tourism industry, as well as to introduce the communication strategies that are used by Guest Relation Officers to the students of Universitas Airlangga. Furthermore, it can be used to share experiences about the internship program in PT. Saung Angklung Udjo and to discover the possibility of cooperation between Universitas Airlangga and PT. Saung Angklung Udjo.

1.4.3 For company/institution

For the institution, the benefits of this final report are to show the common communication barriers that are faced by Guest relation officers staff and how to overcome those communication barriers. This final report can help PT. Saung

Angklung Udjo to evaluate and improve the Guest relation officers staff in handling foreign guests.

1.4.4 For other interns

The advantages for other interns are to increase their knowledge and experience in handling communication barriers that commonly happen in the tourism industry. Also, it can be a reference for other interns in writing their final report.

1.5. Review of Related Literature

1.5.1 Definition of Guest Relation Officer

Guest Relation Officer (GRO), also known as a Guest Relation Coordinator or Guest Relation Specialist, is a customer service-oriented employee who mostly greets the guests. According to Bagyono and Sambodo (2006) (as cited in Pertiwi, 2016), Guest Relations Officer is a person who serves as a liaison with guests, as well as receiving criticism, suggestions also complaints towards improving service quality to achieve guest satisfaction. In PT. Saung Angklung Udjo (SAU) Guest Relation Officer (GRO) is placed at the front office. Although GRO division commonly found as one of hotel divisions, essentially GRO division also plays a vital role in tourism business like in PT. SAU. As the communication bridge with the guests, GRO responsible for providing information about the facilities and handle the guest's satisfaction. Rosyid (2005) stated that GRO is in charge to welcome the guest in a friendly and polite way, to provide information about facilities and also to overcome the guests' complaint during their visits.

1.5.2 Communication barriers

Communication barrier is anything that prevents from receiving and understanding the messages others use to convey the information, ideas and thoughts. According to Samenvatting, Dainton, and Zelle (2005) (as cited in Kapur, 2018), there are five common barriers of communication:

First is Environmental and Physical Barriers. Under the environmental and physical barriers, there are four classifications of barriers as follows:

a. Time

This is a barrier related to the development of communication channels in a fast and less time-wasting. During the process of communication, when a person takes a long time to communicate, then it is a barrier. For example, when someone chooses to communicate by sending letter by post that takes days to arrive instead of sending an electronic mail that only takes few minutes to communicate, it proves that the time can be a barrier and make communication ineffective.

b. Space

It is important to eliminate unwanted distances in the communication system. For example, it could occur in telephone communication. If two people need to discuss an important issue, but both parties are in an inappropriate place and situation. Then telephone communication can become barriers and make communication ineffective.

c. Place

The environment where communication takes place must be clean and not over-crowded. Noise pollution could be an effective communication barrier. Because if there is an excessive noise or crowds, the person could not communicate efficiently. Therefore, a place where fewer people are needed so the person could communicate effectively.

d. Medium

The media in which the communication process takes place should be effective and appropriate. Communication could occur in various forms; it could be oral, written, audio, video, formal, informal. Therefore, the communication media must be accurate, precise, and understandable.

Second is Semantic Barriers. When communicating with others, no matter whether it is formal or informal, it is essential to use appropriate words, vocabulary, and language that understandable. For example, if there is someone who speaks to others by mixing or replacing some English vocabulary with Spanish, it will be difficult for others to understand what he/she says. That such a case can be a barrier to efficient communication. When two or more people communicating with each other, they must use the same language so that everyone can understand it well.

Third is Cultural Barriers. Communication can occur in people who have different cultural backgrounds. When someone communicates with another people with a different culture background, it is possible for cultural barriers to raise. The example is eye movement or eye contact. Americans think that maintaining a good

eye contact while communicating is the way of showing respect to each other. On the other hand, Japanese assume that it is an uncomfortable action.

Fourth is Psychological Barriers. When a communication between two or more people occurs, mutual understanding of the mindset and mental capacity of each is needed. If someone seems not interested and shows an unwillingness to communicate, then the communication process will not be effective. Those could lead to a barrier in communication.

Fifth is Perception of Reality. Communication itself is involved with different levels of perceptions such as about a particular topic, condition, problem, issue, situation, dilemma, stress or a concept. Lacking understanding of it could prove to be a barrier to effective communication.

1.5.3 Communication Strategies

Communication strategies are instrument or method to overcome communication problems from source language to the target language, both verbally and nonverbally. As stated by Boxer and Cohen (2004) (as cited in Ahmed, 2018) defined communication strategies as “a systematic attempt by the speakers or the learners to deliver or give the exact meaning that is not proportionate with the rules of the target language”. Tarone (1981) (as cited in Ahmed, 2018) stated that learners usually use the communication strategy to overcome the lack of knowledge, so it will help the speaker to deliver his message effectively. Færch & Kasper (1983) (as cited in Ahmed, 2018) also mentioned that communication strategies are plans used to solve problems when individual communicates with other people. So, certain communicative goals can be achieved.

According to Putri (2013) (as cited in Ahmed, 2018), Bialystok (1990) has adapted the CS taxonomy of Varidi (1973), Tarone (1977) and Faerch and Kasper (1983) where Bialystok categorizes communication strategies in three types: avoidance and abatement strategies, achievement compensation strategies, and time acquisition strategies. Also Willems (1987) (as cited in Ahmed, 2018) has categorized communication strategies into positive (achievement/compensation strategies) and negative (reduction strategies). Based on the discussion mentioned above and other studies, communication strategies can be categorized into the following:

First is paraphrasing strategies. This strategy is used when the speaker lacks such linguistic knowledge so they cannot express some specific structures or vocabulary. If that situation happens, the officer should paraphrase the meaning with the words and structures that they have by using approximation, word coinage and circumlocution.

Second is avoidance strategies. This strategy is used when the speaker avoids talking about certain concepts or leaves a message because they realize that they cannot manage communication because of a lack of language. For example, when the speaker does not understand certain words or things, he/she might describe them with his/her own words.

Third is switching into native language. This strategy is used when both speakers use the same mother tongue. They tend to switch to mother tongue when facing difficulties to express themselves in the target language.

Fourth is seeking help or asking for clarification. This strategy is used when the speaker is unable to deliver the message because of his limited linguistic knowledge. The speaker will ask the listener about the specific meaning that he does not understand. So, the speaker can continue the interactions and deliver the message.

Fifth is nonverbal strategies. These strategies are the most communication strategies used by the speakers when they face difficulties in gaining the meaning. They will use non-verbal strategies such as facial expressions, body language, acting, using pictures, etc.

Sixth is time fillers. This strategy is used to help the speaker to gain time, restore knowledge, and keep the communication channel ongoing, for example —well, I mean, —what I mean, —actually, ...etc.

1.6 Methods of the Report

1.6.1 Location and Participant

The writer conducted a study case in PT. Saung Angklung Udjo Bandung to all the guests of PT. Saung Angklung Udjo Bandung especially the foreign guests who came for the *angklung* performances in every single day. In this case, the writer asked GRO supervisor to give her permission to involve the guests in this study. The writer did the observation to almost all the adult guests who came from various ages, gender and nationality. The range age was between 20 to 50 years old and it could be women and man.

1.6.2 Data Collection

In order to gather the data, the writer used several instruments below:

1. Observation

Observation was used to discover the common communication barriers while carrying out duties as Guest Relation Officer (GRO). Through this observation, the writer could find the common communication barriers faced by GRO and the communication strategies to overcome it as well. In this case, the writer used her internship weekly report that she wrote every week during her internship program.

2. Voice Recording

The writer used a voice recording as the instrument to collect the data. The writer recorded each conversation with the foreign guests who came to PT. Saung Angklung Udjo (SAU) no matter how short the conversation was. Out of 53 recordings, the writer only used 9 recordings that were analysed. The reason was because the rest of the recordings had the same cases with the recordings that were used. The writer had to choose which recordings that had the best quality and ended up with 9 recordings.

The writer renamed each of the voice recording by the date when the conversation occurred and also the name of countries where the foreign guests came from to make it easy to analyze. The writer renamed the voice recording as follows:

- REC12012020 GREECE
- REC18012020 KOREA
- REC 19012020 NETHERLAND

- REC 27012020 SINGAPORE & CHINA
- REC 29012020 CHINA
- REC 02022020 JAPAN & POLAND
- REC 12022020 KOREA
- REC 16022020 POLAND
- REC 29022020 KOREA

3. Data Analysis

In terms of data analysis, the writer used triangulation of data collection techniques to answer the statement of problem in point 1.2. Let's take a look at the table of triangulation bellows:

Units of Analysis	Data Collection Techniques
The foreign guests in speaking with Guest relation officers	Observation Voice Recording
How Guest relation officers handle the problems	Weekly reports Voice recordings' transcription

Following up the table above, the writer analyzed the data collection from each of instruments separately based on the units of analysis. After the writer found patterns from each data, she merged the findings to answer statements of problem.

1.7 Framework of the Report

