CHAPTER I

INTRODUCTION

1.1. Background of the Report

Tourism is one of the sectors which can conveniently increase the prosperity that has been reached by people involved in its development. Theobald (2012) even stated that tourism had already become the largest industry since coinciding with airline construction around the 1950s. However, it does not show that tourism progress flows smoothly. There can be often found several critical issues for the upcoming decades. In particular, as Hall and Higham (2015) said, tourism activity will definitely happen if there is a multitude of different interactions. Therefore, this activity should be obviously overcome by a measure which is able to create understanding inside the interaction did by between hosts and also visitors.

Puczkó added that interpretation has a vital role to define each aim of that interaction as a form of communication (Smith and Robinson, 2006). This means that an interpreting activity practically bridges the flow of two-ways communication. Structurally, a person who masters all of the interpreting activities is called as an interpreter. According to the United Nations Educational, Scientific and Cultural Organization (1987), the most important duties of interpreters are to understand what the conversation among participants had been spoken and to transmit those correctly. This

1

means that an interpreter must be the competent solver of lots of interaction barriers that still exist. Therefore, nowadays, this role is truly required while the comprehension between hosts and visitors may be in a tricky disorder.

Indonesia, which had been admitted as one of the developed country by some scientific works, tries to make its visitors attentive to what the tourism of Indonesia has shown a lot of its colorful cultures and huge destinations. As Jeyacheya and Hampton (2020) assumed that some countries which are located in South-East Asia become famed because of their booming international tourism. Nowadays, many tourists that are visiting either from local or foreign feel fascinated on Indonesia landscape. This incident does not happen without reasons. According to *Kementerian Pariwisata dan Ekonomi Kreatif Republik Indonesia* (2019), besides retaining lots of natural resources and cultures, tourism of Indonesia has a significant role for stabilizing the national economy development. Thus, the government gets new revenue from this sector, especially in terms of its business. By clarifying more specific, some potential cities in Indonesia can develop their own tourism linkage, such as Yogyakarta.

If mentioning about Yogyakarta, it may not be separated from its wonderful destinations. Yogyakarta is even called as one of the tourist cities in Indonesia. The seriousness of each person who lives in Yogyakarta to decorate this city more well-known across regions or countries had worked successfully. Several concerns have been thought as

the worthwhile advantages to increase the prosperity in tourism industry besides the tourist attractions only. By introducing culinary foods, communicating with the host's own dialects from every word spoken, and observing on the traditional culture like dancing and playing a colossal drama, these are quite attractive for most of visitors or guests. In addition, Vitasurya (2016) argued that some rural areas in Yogyakarta had been visited by a group of tourists and become a trademark of those areas because the tourists were trying to make a new experience for their memorable journeys. Hence, it will be meaningless if there is no legal institution which can cultivate all these sub areas.

Based on that, Dinas Pariwisata Kota Yogyakarta, one of the offices of Dinas Pariwisata in Indonesia, is openly monitoring all of the tourism activity occurred in Yogyakarta. The attracting events are monthly scheduled such as *Suroto Public Space* which must be always held at the end of the week in a month, *Selasa Wage* when every staff working in all governmental offices in Yogyakarta must wear a traditional dress code, *Jogjavaganza* which often conducts an enjoyable running competition at night, and so on. Several sectors like accommodation, transportation, and hospitality are also the main focuses which being under surveillance to reach the visitor's comfort. Being a responsible institution which connects from the internal parties to the outermost intensively, there must appear some barriers during its tourism activities. When analyzing about tourism linkage, two-ways communication should be inserted between the staffs

and guests who get interacted with each other. Either these staffs or guests, somehow, still apply their own languages. For instance, the staff tends to use Indonesian whereas the guest, especially who is foreigner, uses English as the international language. It is also applied to otherwise. This is how both of them have to deal with the distinct languages they spoke, and finally, it may take miscomprehension. One of the crucial cases that have been met by Dinas Pariwisata Kota Yogyakarta duties is the hardness to find a role which is responsible for connecting two-ways communication directly between the staff and foreign guest, and being a representative interpreter during in an international conference or even small meeting.

Because of that, the writer did an internship in Dinas Pariwisata Kota Yogyakarta. The writer put his desire to observe more how to establish a perceivable comprehension between the staff and visitor or guest that is in communicative interaction. During internship, the writer was asked to be a part of tourism attraction and creative economy team. The responsibilities of this team are increasing the quality of business industry like hotel and restaurant, conducting some events that measurably improve financial economy in a certain zone, and serving all guests coming through some agencies. The main purpose of writing this report is discovering all the barriers of interpretation of each assembly in Dinas Pariwisata Kota Yogyakarta, and solving how to fix those.

1.2.   Statement of Problems

1.2.1. What were problems faced by the staff in doing interpretation transmitting during conversation in Dinas Pariwisata Kota Yogyakarta?

1.2.2. What were solutions applied by the staff in solving some problems of interpretation transmitting in Dinas Pariwisata Kota Yogyakarta during a conversation?

1.3.   Purpose of the Report

1.3.1. To discover some problems faced by the staff in doing interpretation transmitting during conversation in Dinas Pariwisata Kota Yogyakarta.

1.3.2. To define the solutions applied by the staff in solving some problems of interpretation transmitting in Dinas Pariwisata Kota Yogyakarta during a conversation.

1.4.   Significance of the Report

1.4.1. For the writer

    a. Increasing more knowledge about the problems in interpretation transmitting found.

    b. Being able to solve the problems in interpretation transmitting found.

1.4.2. For the alma mater

    a. Keeping the relationship with Dinas Pariwisata Kota Yogyakarta going harmoniously.

    b. Improving the competence of *Universitas Airlangga* students.

c. Emphasizing a number of various references about scientific works of students in *Universitas Airlangga*.

1.4.3. For the institution

a. Being a reference to evaluate all the staff's performance in doing interpretation.

b. Increasing a number of visitors regarding the part of the writer to be an interpreter at past.

1.5. Review of Related literature

1.5.1. The Definition of Interpretation in Tourism Linkage

According to Moscardo (2014), interpretation has been described as an efficacious way to manage all tourism-related issues across any sustainable dimensions. Functionally, one of the missions of interpretation is to develop many informed and experienced citizens in their natural and cultural heritages (Knudson, Cable, and Beck, 1995). Regarding the importance of interpretation, tourism sector will be auspicious to utilize human resource and technology.

Additionally, when highlighting on tourism attraction, to ease the way of interpretation indeed requires a few of supporting tools like brochures, pamphlets, and also guided tours to tell guests about the significance of what they have experienced. Tilden even stated that interpretation is an educational mediator which intends to express

meanings and linkages through original objects such as illustrative media, rather than to communicate factually (as cited in Higginbottom, 2004).

On the other hand, the role of interpreter in tourism linkage is vital as well. Interpreter is a person who transmits every spoken language into another spoken or sign language ("Using interpreters and translators," 2013). Also, interpreters have crucial position on the existence of social interaction, because without them communication will not be created, or at least flowing among the primary participants (Alexieva, 1997). Interpreter has therefore had its segment to handle the interpretation task independently.

1.5.2. Three Common Problems Found by the Interpreter during Interpretive Transmission in Tourism Linkage

Despite the powerful authority of interpreter to manage all meanings communicated, this does not signify that the interpreter task always runs smoothly. The communication that has been involved with the staff, guest, and interpreter is often obstructed in some ways. There are at least three usual problems slipped through the interpreter task in transmitting lots of meanings towards the target language for each interlocutor or participant.

The first embarrassing mistake manifestly consists of the interpreter failure while creating a bit of jokes and brusque remarks inside the language transmission as for instance. This incident has been automatically perceived as a breaker of comprehension built among all

primary participants who have different backgrounds. Therefore, either the staff or guest may potentially assume for the interpreter delivery to be worse meanings, so such guessing at jokes describes something impolite or even rude (Michael, 2003).

After comprehending how the first problematical incident ordinarily emerges, estimating the length of interpreted utterances should be considered as the other vital problem happened during the interpretation process. Campos, Visintin, and Baruch also assessed that a lot of interpreters still feel anxious to consecutive as the hardest way while interpreting (as cited in Pratiwi, 2016).

By observing from that, this may happen because an interpreter realizes that the interpretation delivery is limited by time pressure. It can be evident since the conversation may be indeed in a formal and closed conference, not open-friendly. The compatible time of interpretation process to last is properly connected with what topic the participants have discussed, but, somehow many moments are not likewise.

The following mistake is about several doubts over the tone of delivery. According to Freundlib (1980), verbal communication which happened in a particular occasion is not only in doubt of meaning comprehension, but also the non-verbal communication is likewise.

Semantic misperception is an accident that cannot be avoided, unless it is deliberately cultivated by the element who has intended before. To illustrate, any participants who are the listeners of interpreter's delivery

may come from other regions, and it is inescapable that each person has its own diversity in multi-cultural communication. This is actually a moment where the competence of the interpreter should be tempted as a wise mediator. Instead, Alexieva (1997) argued that several interpreters are in unjustified obsession because most of them, somehow, still feel arrogant, as though every meaning they have interpreted can be always perceivable for all participants without regarding each background in terms of age, gender, communication skills, and knowledge of topic. For example, nobody knows how the speaking manner of one of the guests who is visiting in tourism looks like, whether it may be more respectful rather than the interpreter background or not, the most doubtless point is the vigilance of interpreter on providing a filter in order to not make all guests perceiving to a rudeness because of something unexpected that interpreter has accidentally shown off like jokes, mini-whisper, and so on.

After identifying explicitly on the first mistake made by the interpreter, the vagueness and ambiguity sometimes belong to some usual communicative interaction. These two terms are thereby generating a common lack of clarity of whole meanings during communication being (Solum, 2010). In this case, interpreter, as the third participant or mediator, is repeatedly demanded to throw these errors away from language transmission. If this movement is ignored, most of the participants are in doubt about comprehending each meaning transmitted by the interpreter. For instance, in some regions where its hosts just embrace traditional

orders, there should be an interpreter who has to be the foremost gate to greet all guests coming from outside.

1.5.3. Solving the Problems

It is evident that every problem has its solution. Bäuerle, Schwarze, and von Stechow (2012) assumed that the interpretation of some compounded utterances may be indeed changed considerably into each other, but it can be perceivable if visitor or guest and host are explained by using explicit delivery in terms of tourism linkage. This requires the interpreter's totality to patch or affix every incorrect meaning that has been transmitted daily to the correct one whenever possible. To keep the communication untroubled, an interpreter should deliver accurately to where the meaning of each utterance is discussed. Furthermore, according to Mullins (1984), there are approximately eight principal substances that interpreters should notice carefully on doing every activity about language interpretation in order to keep their task on the right track, such as definition of the field, philosophy, audience, site or setting, organization, communications delivery system, education, and research.

Nevertheless, as Wadensjö (1993) said, there will be a great risk of creating a new sense of what is spoken, compared to how a discussion is formerly understood both by interpreters and also primary participants involved in tourism linkage, such as visitors and hosts, if the situational context of language interpreting is not considered. One of the ways interpreters must consider of language interpreting is to analyze

retrospectively on what kinds of audience's views they faced to. Veilleux (1967) also stated that an interpreter just does suggest and the language which has been interpreted is an implication, whereas audiences have right to take conclusion and judgment after receiving the interpretation. Therefore, according to Li, Abdulkerim, Jordan, and Son (2017), interpreters must prioritize careful consideration of choosing every word or phrase to be conveyed politely to all participants.

Then, interpreters are supposed to be an active listener, searching for meaning in what the person is saying, and ready to listen to every word spoken in order to avoid some doubts for transmitting that subsequently (Erven, 2002). By reflecting on that, one of the important things to be focused on starting to transmit communication in order to make it comprehensive is listening. Thus, an interpreter, as the vital role to handle the course of conversation, has already understood all remarks said by either visitors or hosts, and finally, is being set to productively deliver whole utterances for these involved participants. Regarding one of the competencies of interpreter, improving communication skills is also important for interpreters to truly attract visitor's interest and to reinforce predispositions (Ryan and Dewar, 1995).

1.6.   Methods of the Report

1.6.1. Location and Participant

The writer conducted a case study on the Division of Tourism Attraction and Creative Economy in Dinas Pariwisata Kota Yogyakarta consisting of 7 female and 4 male workers for 11 weeks. On processing this case, the writer asked permission from the staffs, and gratefully, they have permitted on the writer of noting their data for the study.

The writer observed how the interpretation is being proceeded during a conference or even small meeting in Dinas Pariwisata Kota Yogyakarta, and when all problematical orders of the interpreting process get started. Additionally, an interpreter who had been handed some duties over transmitting both the staff and guest utterances was the writer himself at some particular moments.

1.6.2. Data Collection

To collect these rigorous data, the writer had used two main techniques: combining documents and recording audible voices of the interpretation processes between the staff, guests, and also the writer, as an interpreter representing the third participant, then collecting a daily-compiled journal specifically about what the writer did throughout the study which was related with interpretation activity only, last but not least, a participant observation implemented by the writer to note every

important datum or documentation during his internship in Dinas Pariwisata Kota Yogyakarta.

1.6.2.1 Documents and Records

In recent years, Henderson argued that recording messages, voices, and also videos with a mobile phone has been steadily used by most of young people to report their moments happened in a certain day or other period (as cited in Worth, 2009). Hence, the writer had recorded whole processes of the interpretation in an audio form. There were two staffs who serve the foreign guest that coming to Dinas Pariwisata Kota Yogyakarta, and the writer was asked for accompanying then transmitting every question requested by the foreigner to the staffs and otherwise. This had just run for 30 minutes and been recorded by the writer's smartphone as well. Transcriptions were attached completely in the appendices.

1.6.2.2 Daily Journal

According to Beidel, Neal, and Lederer (1991), daily journal assesses situational parameters which are relevant to the occurrence of events or incidents, consisting of where the day and location were taken. It cannot be denied that the writer, some when, did not find a proper case to fulfill his study in Dinas Pariwisata Kota

Yogyakarta. Nonetheless, the propitious point the writer made was noting his activities entirely, so the interpretation case which had been related with the study was be able to be seen easily.

1.6.2.3   Participant Observation

According to Youell (2005), observation is a part of the routine of many people when they are in a social environment. The writer took a detailed observation by taking one of the parts in Dinas Pariwisata Kota Yogyakarta and capturing all activities during his internship. The documents taken did not only consist of interpretation task, but also describe the entire of the writer's duties at all.

1.6.3. Data Analysis

In terms of data analysis, the writer used triangulation of data collection techniques to answer the statement of problem as follows:

Unit Analysis	Data Collection Techniques
The problems of interpretation found by the staffs of Dinas Pariwisata Kota Yogyakarta	Documents and Records Daily Journal
The solutions the writer used for solving some problems of interpretation found by the staffs of Dinas Pariwisata Kota Yogyakarta.	Observation

Following up the table above, the writer had analyzed all of the data gotten from the unit of analysis. After the writer found the data, the writer used the findings from the data to answer the statement of problem.

1.7. Framework of the Report

Problem

1. What were problems faced by the staff in doing interpretation transmitting during conversation in Dinas Pariwisata Kota Yogyakarta?

2. What were solutions applied to solve some problems of interpretation found by the staffs of Dinas Pariwisata Kota Yogyakarta?

Data Collection

1 Documents and records which had been taken to get the case during the internship.

2 Arranging daily journal of the writer work in *Dinas Pariwisata Kota Yogyakarta*.

3 Taking much observation during the writer's internship.

Data Analysis

1. The problems found.

2. Looking for the solutions for each.

Output

1. Being capable of discovering of the problems in interpreting interactive communication.

2. Understanding about how to solve interpreting problems faced.