

# CHAPTER I

## INTRODUCTION

This chapter attempts to highlight some points in introduction. They are background of study, problem identification, problem limitation, problem of study, purpose of study, and significance of study.

### 1.1 Background of Study

Language is one of the important aspects in human life. Without language people will not be able to communicate one to another. Richard and Schmidt (2010) define that language is human communication system that consist of structural unit of sounds that could form some bigger units, for example morphemes, words, and utterances. In other word, language could be defined as a tool to exchange our ideas or information with other people

Nowadays people were challenged to be able to speak not only their native language, but also the international language. English is an international language and also mostly used language around the world. It could be seen from many countries that used English as their foreign language or even their second language (Richard and Schmidt, 2010). Communicating in first language (L1) is different with communicating in second language (L2) and foreign language (FL). When people communicate using their second language (L2) or foreign language (FL),

some people sometime make unstructured communication. It was not a problem as long as their speech can be understood by other people.

Communication strategies can be said as the realization of the strategic competence which is one of five components of communicative competence. Canale (1983) defines that “communicative competence as the underlying system of knowledge and skill required for communication”. Celce – Murcia, Dornyei and Tuhrell (1995) define that communicative competence can be divided into some elements; they are linguistic competence, actional competence, discourse competence, sociocultural competence, and strategic competence.

According to Richard & Schmidt (2010) communication strategy is a means to express a meaning in second language or foreign language by the user of the target language who has limited ability in using the target language. This phenomenon could be found in tourism areas where the mastery of English as the second language or foreign language was very important, for example in Indonesia. English serve as a bridge of communication between tourist guides and their tourist from abroad that have different native language. Nevertheless, they would encounter some communication problems in their interactions. According to Fauziyah (2012), sometimes it was very difficult for the tourist guides to tell some unfamiliar terminologies which were new to the tourists that do not share the same culture and beliefs. Here the tourist guides need to define the terminologies to make the tourist understand.

There are many tourism objects in Indonesia, especially in Bali. One of the tourism objects in Bali is Tirta Empul Temple that is located in Manukaya village, Tampaksiring, Gianyar district, Bali. Tirta Empul temple, besides being a place of worship for Hindus, it is also used as one of the tourist attractions in Bali. Tirta Empul Empul is also one of the historical remains in Bali, especially in Gianyar.

Based on the primary observation that had been conducted on 1<sup>st</sup> June 2019 until 2<sup>nd</sup> June 2019 there, tourists were usually accompanied by Indonesian tourist guide who would explain all things related to Tirta Empul temple. Guides in Tirta Empul Temple came from local people and also from travel agents that bring their guests to visit the temple. In the interaction, the communication did not always run well, since the foreign tourists and their guides share different knowledge of culture and language. The tourist guides may find unfamiliar terminologies which were totally new for the foreigners who did not share the same belief and culture. Another problems faced by the tourist guide in interacting with the tourist was the technical aspect of the English itself, such as the grammar and vocabulary. Lack of grammar and lack of vocabulary may result in their lack of confidence. And finally, this led to an uncomfortable communicational situation. One way that the guides use to overcome these communication problems was called communication strategies.

Since the guides were local people, they used English as their foreign language. The interaction with their tourist would sometimes face some difficulties such as when they tried to convey new information to the

tourist. In this situation to overcome the problem in communication, the guide used communication strategies. Dornyei & Scott (1997) state that the use of communication strategies makes the idea of that people conveyed become clear and understood by other. Based on that statement it could be said that, when the idea clearly conveyed, the goal of a communication could be achieved easily. It could be conclude that communication strategy could be used as the bridge that people used in order to make the communication going smoothly and the goal of the communication itself could be achieved.

There were also some studies about communication strategies that had been conducted by other researcher. For example, Ratama (2017), conducted a research about communication strategies used by staff of Dewa Malen Restaurant in Sukawati and another research was done by Wiguna (2017) where the researcher tried to analyze about the communication strategies used by shopkeepers in communication with the tourist.

The researcher decided to conduct a study about communication strategies in Tirta Empul Temple because of some findings related to the primary observation in Tirta Empul Temple. Those were (1) Tirta Empul Temple is one of leading tourism object in Gianyar regency and many foreigners tourist visit this place every day, (2) the guide were local people who speak English as foreign language that may face some difficulties during conversation to tell some unfamiliar terminologies, (3) Tourist guide had important role in this tourism object to give satisfaction to the tourist, (4) In the communication between the guide and their tourist, the guide

used communication strategies to overcome the difficulties that they faced in communication. Based on these findings, the researcher were interested to know about the communication strategy used by the tourist guide in Tirta Empul Temple in their communication with the tourist.

Based on the reason above, the researcher decided to conduct a research entitled “An Analysis of Communication Strategies Used by Tourist Guides in Tirta Empul Temple”. In this research, the researcher was interested in analyzing the types of communication strategies used by the tourist guide and also collected the data about what type of communication strategies were mostly used by the tourist guide in the interaction with the foreign tourists.

## **1.2 Problem Identification**

Tourist guide in Tirta Empul Temple had important role in this tourism object to give clear and satisfying information to the tourist in the communication between the guide and their tourist. The Guide spoke English as their foreign language, so they used communication strategies to overcome the difficulties that they faced during conversation. As the result the communication was going smoothly and the goal of the communication itself could be achieved.

## **1.3 Limitation of Study**

The study focused on analyzing the communication strategies used by the tourist guide in Tirta Empul Temple. This study analyzed the type of communication strategies used by the guide when they communicated with



their tourist by using English and the communication strategies that mostly used by the tourist guide.

#### **1.4 Research Questions**

Based on the limitation above, there were two problems which were formulated in this research. They were:

1. What types of communication strategies used by the tourist guides in Tirta Empul Temple?
2. What types of communication strategies was mostly used by the tourist guide in the interaction with the foreign tourists?

#### **1.5 Purpose of Study**

From the problems above the purpose of this research were:

1. To identify the types of communication strategies that were used by the tourist guides in Tirta Empul Temple
2. To find out the type of communication strategies was mostly used by the tourist guides in the interaction with the foreign tourist.

#### **1.6 Significance of Study**

1. Theoretical significance

With the results of this research it hopefully could be useful and play an important role in enriching perspective on the study of Sociolinguistics, especially in accordance with the use of communication strategies in tourism industry.

2. Practical significance
  - a. For community

This research was expected to be useful for the local tourist guides communities to know more about kind of communication strategies that can be used and the implementation of the strategies.

b. For other researcher

This research was expected to add reference and knowledge for the other researchers who want to conduct a similar research as this research.

