

# CHAPTER I

## INTRODUCTION

This chapter presents several points, such as background of the study, problem identification, limitation of the problem, statements of the problems, objective of the study and the significance of the study.

### 1.1. BACKGROUND OF THE STUDY

Humans are social creatures. We live in families, we grow with others in a social environment, we study in school and university and then we work with teams. Humans interact with others by talking, looking, sharing or engaging in any kind of action that involves two or more people. People use a language to interact with others and every country has a different national language. English is commonly used by people around the world. Indonesian people cannot use Indonesian language to have interaction with foreigners because the language is different.

According to Trading Economics (2023) as the economy fully reopened from COVID restrictions, foreign tourist arrivals in Indonesia in April 2022 were less than 200.000 and jumped about 900.000 people in December 2022 and reached 736.000 people in January 2023. The number of arrivals by air in Bali, the center of the Indonesian tourism industry, rose to 330.000 from zero in January 2022. Bali stood as the second most popular global destination in 2023, surpassing London in third and Paris in fifth place (Minister of Tourism and Creative Economy, Sandiaga Uno (2023). The fact that so many foreign tourists visit Bali makes most people in Bali work in the tourism sector. People in Bali working in the tourism sector in

2019 are 328,000 people and in 2020 it will decrease to 236,000 people according to article Jazeera, Al (2021).

One of the most tourism' jobs in tourism is being a guide. The role of the tourist guide as Rabotić (2009:67) implies tourist guides are primarily information providers. Tourist guides could be information provider, social facilitator, cultural host, motivator of conservation values, and interpreter of the natural and cultural environment. In short, a tourist guide plays an important role in tourism. Pond (2009) suggests that a tourist guide is one who is a leader capable of assuming responsibility (leader). While, Weiler and Ham, (2002) maintain tourist guides have a number of responsibilities as providers of tourism experiences, with sometimes competing roles in order to meet the needs of visitors, employers and host communities. So, being tourist guides requires special skills that include language skills, guiding techniques and extensive knowledge. Tourists could have a good experience of all elements of the destination performing as desired and the tourist guide providing the necessary connection. Tourist guides are responsible for tourist satisfaction with services provided in destinations.

In order to have good communication with foreign visitors, the tour guides of a tourist destination should be able to speak English fluently. There will be communication problems in the interaction between those foreign visitors and their tour guides which have different knowledge of culture. Sometimes it is difficult for the tourist guides to tell some unfamiliar terminologies which are totally new for the foreigners who do not share the same belief and culture. The guides need to define or describe those terminologies so that they are able to understand. One way that the guides and the tourists use to overcome their communication problems is

called communication strategies. According to Dornyei and Scott (1997), the definition of communication strategies is a method of problem management in second language communication that helps foreign/ second language learners arrange difficult meanings. They consider the communication strategies as problem solving techniques that cope with the language related problems of which the speakers were aware during the course of communication. In short, the communicative strategies are considered as helpers for interlocutors that do not share certain language difficulties.

According to research conducted by Hervina, Taslim (2021) titled *Communication Strategies in Classroom Discussion of Graduate Students* found that in communicating, several strategies are needed so that the communication can run as desired. The strategy is carried out when the speaker finds difficulties in vocabulary especially when they speak not in their native language. This study aims to identify the communication strategies used by Post-UNP students when they ask and answer questions during class discussions and also explore the reason for using these strategies. Three classes were selected as research subjects using purposive sampling technique. Data were taken from class observations and interviews. From the results of these observations and interviews, it is known that Post-UNP Students of the English Study Program in answering and asking questions use all types of communication strategies. However, the strategies that are mostly applied by students both when presenting and when asking are stalling and time gaining strategies -filler and gambits- which are used to take the opportunity to think for a moment in continuing the next sentence. In general, both the presenter and the questioner use this communication strategy for reasons to keep the communication

going smoothly, trying to make the conversation clearer and to reduce nervousness and anxiety.

Based on the preliminary observations at Aling-Aling waterfall, the waterfall guides as the workers in the tourism sector have a lot of interactions with the foreigner when the waterfall guides guide the foreigner on the way to the waterfall. The local guides at Aling-Aling waterfall mostly are the local people who live near the waterfall. The age and educational background of the local guides varies. The age of the local guides varies from teenager to elder and the educational background ranges from elementary school to college. Some guides seem to give information about the waterfall and the activities smoothly and some of them seem to have difficulties. They don't seem to panic, instead they relax, laugh and continue to communicate with the foreigner on their way to the waterfall.

The local guides make interaction with the foreigner to give enough information about the waterfall and the activities. The local guides don't care whether they speak English fluently or not and whether the word they speak is correct or incorrect. The point is that the local guides speak everything they know. In the interaction between the local guides and the foreigner, they find some effective ways to communicate their thoughts using English. In accordance with the phenomenon above, the researcher finds it interesting to conduct a study about communication strategies used by the local guides during their job to guide the foreigner on the way to the waterfall and this research will be carried out at Aling-Aling waterfall.

## **1.2. PROBLEM IDENTIFICATION OF THE STUDY**

Tourism is a field which demands people to have good communication skills including the people who work as guides. The way guides interact with foreigners will be different from one another. The educational background, experiences and language mastery has affected the communication skills. The local guides at Aling-Aling waterfall have some problems when they interact with the foreigner. The local guides have poor English vocabulary, confusing spelling of a word, no interaction or lack thereof with native speakers, grammatical errors, feeling embarrassed when speaking, confusion colloquialisms and slang and they have problems when pronounced words in English. But magically they find some effective ways to communicate their thoughts using English in reality. These effective ways which helped the local guides are communication strategies. Based on the problem, this research is focused to find out the communication strategies used and the reason why the local guides used communication strategies in their interaction with foreigners at Aling-Aling waterfall.

## **1.3. LIMITATION OF THE STUDY**

Based on the background of the study, this research is limited to finding out the communication strategies used by local guides in their interaction with foreigners at Aling-Aling waterfall and the reason why the local guides used communication strategies in their interaction with foreigners.

## **1.4. RESEARCH QUESTION**

Based on the background of the study, the statements of the problems of this research can be formulated as follows:

- 1) What are the communication strategies used by local guides in guiding foreigners at Aling-Aling Waterfall?
- 2) Why did the local guides use communication strategies in their interaction with the foreigner?

### **1.5. OBJECTIVE OF THE STUDY**

In line with the statements of the problems, the purpose of the study can be formulated as follows:

- 1) To describe the kinds of communication strategies used by local guides in guiding foreigner at Aling-Aling Waterfall
- 2) To analyse the reason why the local guides used communication strategies in their interaction with the foreigner at Aling-Aling Waterfall

### **1.6. SIGNIFICANCE OF THE STUDY**

This study has two significance, namely theoretical and practical significance.

#### **1) Theoretical Significance**

Theoretically, this study can give a positive contribution to English learning especially in linguistics because this result can show the example of communication strategies used in tourism workers. It can be used also for further reference toward the implementation of communication strategies in social life and contribute to the next investigation about communication strategies.

#### **2) Practical Significance**

Practically, the result of this study is expected to provide useful information for certain readers, such as the students who study English

for specific purposes like English for tourism, the teachers who teaches ESP for tourism, and other researchers.

a) For students

The result of this study can be read and learned by students who study English for specific purposes like English for tourism. The students will know more about communication strategies and the examples of communication strategies used in social life. It will make the students interested in learning English because they know more communication strategies.

b) For teacher

This study gives additional information to teachers in teaching English, especially teaching ESP for tourism. Besides that, the teacher also can use a variety of communication strategies in their teaching process to avoid students feel bored in the class.

c) For other researchers

This study can be used as references to plan and develop similar research which focuses on communication strategies.