CHAPTER I

INTRODUCTION

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

1.1 BACKGROUND OF THE STUDY

Language plays an important role in human communication. When used, it serves as a key to conveying a message effectively. The most important aspect of language is that the recipient accurately understands the speaker's intended message (Brown, 2007). In Garce's journal (2013), Windle and Warren discuss how language connects and communicates with other people. However, communication can be hampered by language and social barriers. Windle and Warren also recognized three important components of communication: verbal (the words used), nonverbal (the way words are said), and para-verbal (body language). These components are necessary to send clear and concise messages and to receive and understand messages accurately.

English as a world language is not just an international language. The definition of international language can be understood as the language used in any international communication involving people from two or more countries (Rohmah, n.d.). Many non-native English speakers use the language every day, especially in countries where English is necessary for business and keeping up with technological advances. English is also used to exchange ideas and culture and build relationships between countries. Effective communication is essential for people to connect with others in their communities. Although language barriers may arise, students can overcome them by using communication strategies to express themselves effectively.

In today's world, mastery of English is important for those involved in the Indonesian tourism industry. English serves as a bridge between the mother tongue used by tour guides and foreign tourists. However, communication problems may arise due to cultural and language differences between the two

parties. Some travelers may need help understanding foreign terminology, which is often new and may not align with their beliefs and culture. To overcome these difficulties, tour guides and tourists use communication strategies. To communicate well with foreign visitors, tour guides at a tourist destination must be able to

speak English fluently. Communication problems will occur in interactions between foreign visitors and their tour guides who have different cultural knowledge. Sometimes, it is difficult for tour guides to mention some foreign terminology that is completely new to foreigners who do not share the same beliefs and culture. Guides need to define or explain the terminology so they can understand it. One of the ways that guides and tourists use to overcome their communication problems is called communication strategies.

According to (Dörnyei & Lee Scott, 1997), the definition of communication strategy is a method of managing problems in second language communication that helps foreign/second language learners construct difficult meanings. They view communication strategies as problem-solving techniques related to language-related issues that speakers are aware of during communication. In short, communication strategies are considered useful for interlocutors who do not have specific language difficulties. Communication strategy is a manifestation of strategic competence, one of the five components of communicative competence. Canale, as quoted in Celce Murcia (1995) from (Dwika Herdiawan, 2019), defines communicative competence as a system that underlies the knowledge and skills needed to communicate. Additionally, (Troike, 1986) expanded it to understand expectations regarding who can speak in certain situations, when to speak, with whom to speak, and how to speak to people of different statuses and roles in various contexts. Communication strategies help speakers with different perspectives and cultural backgrounds to understand each other and express themselves verbally in the target language, resulting in effective communication. Communication strategies are used to communicate with strangers from all over the world. This involves sharing information and gaining new knowledge from everyone, regardless of their accent and understanding. A tour guide is a person who accommodates tourists,

guides, directs and provides information when carrying out tourist activities. The role of a tour guide as (Rabot, 2009) implies is that a tour guide is essentially a provider of information. Tour guides can be information providers, social facilitators, cultural hosts, motivators of conservation values, and interpreters of the natural and cultural environment. In short, tour guides play an important role in tourism. (Pond, 2009) stated that a tour guide is a leader who is able to assume responsibility (leader). Meanwhile, (Ham & Weiler, 2002) argue that tour guides have a number of responsibilities as providers of tourism experiences, with sometimes competing roles to meet the needs of visitors, employers and host communities. Tour guides are like walking encyclopedias that provide knowledge and unforgettable experiences. A tour guide does not just accommodate and explain information about the tourist destination visited, but the tour guide must be able to provide maximum service. Therefore, quite a few tourists use the services of tour guides to accompany their journey.

There have been many studies conducted in the past that are relevant to this research topic. These studies have produced various findings that will be useful in this research. Some previous research results related to this research include of three papers that discuss communication strategies used in various situations. However, the focus is on the communication strategies used by local guides, which is different from previous research. The research will not only describe but also compare the strategies based on the educational profile of the local guides. The first research conducted (Rachmayanti, 2022), explored the tourism sector where there is a lot of communication activity, further consideration is needed to build good communication between communities. This research aims to reveal the limitations of tour guides and communication strategies when communicating with foreign tourists. This research uses a qualitative narrative design. They are held in one of Yogyakarta's historical tourist destinations, with 6 participants serving as tour guides. This research uses interviews to obtain data. The results of this research reveal two things: First, there are four main obstacles faced by participants. There are tourists' English language skills, foreign tourists' English skills, different cultural backgrounds in communicating, and tourists' individual needs. Second, the types of

3

communication strategies used by participants were transcription, sign language, approach, multipurpose, paralinguistic, and help-seeking. Another study conducted by (Wijayanto & Hastuti, 2021) investigated how elementary-level English learners at an English course in Surakarta, Indonesia conducted English conversations. Research finds that students often use stalling or stalling when communicating their ideas or opinions. Assertive speech acts are the most dominant speech acts of students, while expressive speech acts are the fewest speech acts. According to research, this can happen because during the learning process, students are the ones who answer questions and put forward ideas in response to the instructor's questions. Furthermore, it was carried out by (Utama, 2023), analyzing the communication strategies used by local guides when interacting with foreigners at the Aling-Aling waterfall in Sambangan village, Buleleng district. The research found seven local guides and eighteen foreigners. The results showed the use of a variety of communication strategies, including non-linguistic methods, foreign language, code-switching, time addition, approach, circumcision, use of mixed words, requests for help, and avoidance.

This research provides insight into the communication strategies that local guides use in interacting with foreigners. Based on initial observations at Gitgit Waterfall, waterfall guides as workers in the tourism sector interact a lot with foreigners when guiding these foreigners on their way to the waterfall. Local guides at Gitgit Waterfall are mostly local people who live near the waterfall. The ages of local guides vary from teenagers to seniors and educational backgrounds range from elementary to high school. Some guides seemed to provide information about waterfalls, unique souvenir shops and activities smoothly and some seemed to have difficulty. They didn't look panicked, instead they relaxed, laughed and continued to communicate with the foreigner on the way to the waterfall. They are fine with their fluency in English and the correctness of their words. Their goal is to share all the information they have. To communicate effectively with foreigners, local guides use various communication strategies to convey their thoughts using English. Especially educational background influence on communication quality including various aspects that lead to the development of individual communication quality. The quality of interpersonal communication, motivation,

and creativity on members' productive behavior are examples of the significant influence between communication quality and productive behavior(Irfan Hilmi & Studi Pendidikan Luar Sekolah Sekolah Pascasarjana, 2016). According to (Cuc, 2013) education has a significant influence on the quality of student communication. Through education, students can develop their communication skills through language learning, meta-language, and communication skills training. Following the above phenomenon, researchers are interested in conducting a study of the communication strategies used by local guides when tasked with guiding foreigners on the journey to the waterfall. This research will be carried out differently from previous research which only describes the use of communication strategies by tour guides and compares how local tour guides use communication strategies based on their level of education because a person's educational background influences the quality of their English. Research shows that factors such as student experience, quality of education, and student confidence in speaking English influence their level of knowledge and skills in English (Utari, 2020) so the data obtained from each local tour guide community will differ is so that the results of this research can be known and studied by local people and students who want to learn to communicate with foreigners or want to communicate, especially to become local guides at Gitgit Waterfall. region, Buleleng, or wherever.

1.2 PROBLEM IDENTIFICATION OF THE STUDY

Tourism is a field that requires people to have good communication skills, including people who work as guides. Local guides explain and guide tourists about everything they want to see and experience in a particular place. The function of this service is almost the same as that of a housekeeper in the tourism sector, namely providing accurate information about an object and helping guests in various ways. Local guides have some difficulties in interacting with foreigners, and this depends on their educational background, experience, and language skills which can affect their communication skills. At Gitgit Waterfall, the local guides have a low educational background so they need help to interact with foreigners. They struggle with poor English vocabulary, confusion in

5

spelling words, lack of interaction or difficulty communicating with native speakers, grammatical errors, shyness when speaking, confusion about colloquialisms and slang, and problems in pronouncing words in English. English. Despite these challenges, they found practical ways to communicate their thoughts using English communication strategies. Based on these problems, this research focuses on the communication strategies of local guides at Gitgit waterfall and compares the communication strategies used based on their educational background.

1.3 LIMITATION OF THE STUDY

Based on the background of the study, this research is limited to describe the communication strategies used by local guides in their interaction with foreigners when guiding at Gitgit Waterfall and compares the communication strategies used based on their educational background.

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 communication strategies are used by the local guides at Gigit Waterfall?

2) Are there differences in communication strategies used by local guides based on differences in their educational backgrounds?

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 identify the communication strategies are used by the local guides at Gigit Waterfall.

2) To identify the differences in communication strategies used by local guides based on differences in their educational backgrounds.

1.6 SIGNIFICANCE OF THE STUDY

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

3) Theoretical Significance

Theoretically, this study can positively contribute to English learning, especially linguistics, because this result can show the example of communication strategies tourism workers use. It can also be used for further reference toward implementing communication strategies in social life and contribute to the subsequent investigation of communication strategies.

4) Practical Significance

Practically, the results of this study are expected to provide helpful information for confident readers, such as the students who study English for specific purposes such as English for tourism, the teachers who teach ESP for tourism, and other researchers.

a) For students

The findings of this study can be accessed by students studying English for specific purposes, such as English for tourism. The students will be able to learn about various communication strategies and obtain examples of the communication strategies used in social life. This will help generate interest among the students to learn English, as they will become more aware of the communication strategies.

b) For teachers

This study provides additional insights for English teachers, particularly those teaching ESP for tourism. Additionally, teachers can employ various communication strategies during class to prevent student boredom.

c) For other researchers

This study can be used as a reference to plan and develop similar research focusing on communication strategies.