

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Study

A tour guide has an important role in advancing the development of tourism in an area. Tour guides are tasked with providing detailed information about the places visited by tourists as well as being responsible for handling tourist trips. Usually, each region has a local tour guide who joins a tourism awareness group which is called *Pokdarwis*. *Pokdarwis* consists of several local tour guides who have been selected to join. Based on the statement of the Ministry of Tourism and Creative Economy (2012), *Pokdarwis* is a group of community members who are concerned for the development of tourism in their area. The function of *pokdarwis* in an area is to promote tourism by developing the potential of an area and its people so that it can be known more widely by the general public.

To become a tour guide, the most important thing that must be owned and mastered is being able to use a good foreign language such as English. According to Dewi et al (2019), in carrying out its duties as a tour guide, it is necessary to have a good understanding of English such as knowing the language functions and expressions of English. Language function is part of what people use in order and support communication. Therefore language function helps the speaker to deliver that meaning about something with the result that makes the listener easy to comprehend the purpose (Nababan, 1991). In tourism, language functions are usually used by tour guides when they handle guests. They are used to support and explain the point or main ideas from a situation and that is why they can make the information clear and easy to understand.

As parts of language expression, grammar and pronunciation should be considered so that the expressions used show clear functions. However, most people and tour guides can make mistakes in grammar and pronunciation when communicating in English. Therefore, it is important to pay attention to the use of grammar as well as pronunciation when communicating using English.

Good knowledge of language functions and expressions of English should be owned by all tour guides, including those in Sudaji village. This is one of the

villages in North Bali, Buleleng. Sudaji village succeeded in getting an award as 2<sup>nd</sup> place of *Anugrah Desa Wisata* in 2022. Many tourists visit Sudaji village, therefore Sudaji's tour guides pay more attention to how to communicate well so that tourists easily understand information related to Sudaji village tourism. To maximize their service, it is important for tour guides to improve their English knowledge such as the grammar and pronunciation of the expressions used by tour guides to convey clear functions.

Some previous studies conducted similar topics on language functions and language expressions. The first study is about the "Speaking problems of Tourists Guides at Prambanan Temple" according to (Sebayang, 2012). The second study was conducted by Irawan, (2016) who investigated "The needs of English and what kinds of language functions that were used by tour guides at Karimunjaya Islands". The third study is about "Grammatical Errors Made by the Tour Guides in Kraton Yogyakarta" by Putri, (2016). The fourth study is about "The language function and expression used by tour guides at Bali Memory Tours in handling tourists" by Dewi, (2017) and The last study according by Pramana (2022) "The Identification of Language Expressions and Functions in Handling Check-in and Check-out by Receptionist at New Sunari Lovina Beach Resort".

The researcher found a difference between this study with some previous studies. This research from the previous one is that research not only produces language function and expression but also produces the quality of the grammar and pronunciation used by tour guides of Sudaji village in handling guests. The results of this study produce something new and not the same as the results of previous studies. However, there is no research conducted about language functions and language expressions used by tour guides in Sudaji village. Thus, this study aims at analyzing this.

## **1.2 Identification of the Problem**

Based on the problems found in the background, this research is conducted to analyze the language functions, expressions, quality of grammar and pronunciation appropriateness of tour guides of Sudaji village in handling guests.

## **1.3 Statements of the Problem**

Based on the background illustrated above, there are four problems identified as follows:

1. What are the language functions used by tour guides of Sudaji english in handling guests?
2. What are the language expressions used by tour guides of Sudaji village in handling guests?
3. How is the quality of grammar used by tour guides of Sudaji village in handling guests?
4. How is the quality of pronunciation used by tour guides of Sudaji village in handling guests?

## **1.4 Purposes of Study**

Based on the identification of the problem, this study is intended to:

1. To identify language functions used by tour guides of Sudaji village in handling guests.
2. To describe the language expressions of tour guides of Sudaji village in handling guests.
3. To analyze the quality of grammar used by tour guides of Sudaji village in handling guests.
4. To analyze the quality of pronunciation used by tour guides of Sudaji village in handling guests.

## 1.5 Scope of the Study

This research only limits the language functions, language expressions, and quality grammar and pronunciation used by tour guides *pokdarwis* of Sudaji village in handling guests. As for some of the reasons for these restrictions, so that later the results of the research are not too broad and important things that have not been found in this study can be continued by other researchers.

## 1.6 Significance of the Study

The significance of the study gives benefits theoretically and practically. These significances are discussed as follows:

### 1.6.1 Theoretical

This study is expected to be an additional theory about language functions, expressions, grammar, and pronunciation qualities used by tour guides in communication.

### 1.6.2 Practical

The practical significance of this research is for the students, lecturers, and researchers:

a. For students

It is hoped that students, especially language and hospitality students, can use this research as a reference to know about kinds of language functions, and expressions and analyze the quality of grammatical and pronunciation appropriateness in handling guests used by tour guides.

b. For lecturers

In educational needs, lecturers can use this research as a module to teach students to know and understand the importance of using language functions, and expressions and how important to be aware of analyzing the quality of grammatical and pronunciation appropriateness in handling guests used by tour guides.

c. For other researchers

This research can be an example and even a comparison for other researchers who are interested in researching the use of language functions and expressions, and then analyzing the quality of grammatical and pronunciation appropriateness in handling guests used by tour guides.

