

CHAPTER 1

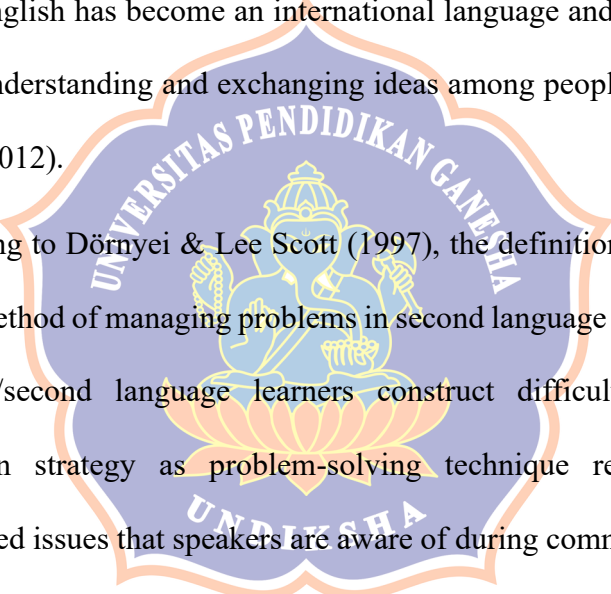
INTRODUCTION

This chapter presents the research background on communication strategies in tourism contexts, identifies problems regarding language barriers faced by Mount Batur guides, and establishes the study's scope, objectives, and significance.

1.1 Research Background

Language has a big role in communication among people. When language is used in such a situation, it can be known that language is the key of communication containing messages. The important idea is that the recipient gets the correct detail of what the speaker intends to inform (Brown et al., 2000). In Grace's journal (2013), mention the use of language in order to communicate and to connect with other people. Nevertheless, the act of communicating may pose linguistic and social barriers which can hinder communication. Windle and Warren (1999), also acknowledge the existence of three essential components of communication: verbal (the words we choose), nonverbal (how we say the words) and paraverbal (our body language). They state that they are needed in order to send clear and concise messages and to receive and correctly understand messages sent to us.

The English language serves as a vital global communication tool, playing a pivotal role in connecting the international community. Many non-native speakers incorporate English into their daily lives, particularly in countries where it is essential for external engagements. For instance, English is often required to communicate and conduct business with international partners, as well as to keep pace with advancements in global industries. Beyond commerce, English also acts as a bridge for exchanging ideas and cultural values, fostering mutual understanding and strengthening relationships between people of diverse nations. As a result, English has become an international language and is widely used as a medium for understanding and exchanging ideas among people all over the world (Prachanant: 2012).



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. debut communication strategy as problem-solving technique related language 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. In communication strategies has typically highlighted three functions of strategy use from three different perspectives: Psycholinguistic perspective, Interactional perspective, and communication / maintain perspective.

There have been many studies conducted in the past that are relevant to the topic of this research. These studies have produced various findings that will be

useful in this research. Some of the previous research results related to this research include three papers that discuss communication strategies used in various situations. The first research conducted Jumadil and siswana, (2023) This research on communication strategies used by tour guides in Benang Stokel, Central Lombok is well-structured and focused. The study effectively used a qualitative research design, utilizing diverse data sources such as observations, field notes, and interviews, which enriched the analysis. However, the report could have benefited from more methodological details, such as criteria for guide selection, and clearer definitions of terms such as "achievement or compensation strategies." Including a brief discussion of relevant theoretical frameworks would enhance understanding, and organizing the findings in a more structured format would improve readability. Finally, discussing the implications of these findings for training guides or improving tourist communication would add practical value to the study. Another study conducted by Darmadika, (2023), investigated guides at Gitgit Waterfall. This study on the communication tactics of guides at Gitgit Waterfall is very interesting and well-organized. The mixed methods technique offers a thorough understanding of interactions with strangers by skillfully combining qualitative and quantitative data. The applicability of the ideas in overcoming linguistic barriers is demonstrated by the thorough details provided. However, this research could be improved by providing more details about the participant selection process, definitions of specific tactics, and background information about Gitgit Waterfall. His research makes a significant contribution overall to the field of communication and tourism. Last study by Bakhtawar

Halepoto, Sadaf Fatima & Sana Bint-eJavaid, (2022) The paper by Bakhtawar Halepoto, Sadaf Fatima, and Sana Bint-eJavaid provides a comprehensive review of communication strategies (CSs) employed by Asian English speakers, analyzing empirical and non-empirical research from 1970 to 2022. It highlights the prevalence of strategies such as paraphrasing, compensation, and avoidance, with avoidance strategies being the most frequently utilized. The authors note that while CSs used by Asian speakers share similarities with native speakers, ESL learners often employ a broader range of strategies. Moreover, many novice learners use these strategies unconsciously, suggesting a need for explicit instruction in CSs within English language pedagogy. The review emphasizes the impact of globalization on communication dynamics, the necessity of achieving intelligibility among non-native speakers, and advocates for integrating CS training in language teaching to enhance learners' communicative effectiveness.

Actually, there are many tourist attractions in Bali that are frequently visited by foreign tourists. One of them is special mountain tours and hikes. That place is Mount Batur located in Kintamani. This place is a volcano in Batur Village which has Lake Batur, Hot Springs, and much more, making it attractive and liked by foreign tourists. In addition, the accommodations are very affordable and enjoyable for gathering with family, one of the reasons why this place is visited by many people from around the world. Some visit it just to enjoy the sunrise with beautiful views, while others intend to go on vacation.

Foreign tourists are generally accompanied by local tour guides from Indonesia, whose duty is to provide information about Mount Batur, including its

history, natural conditions, and available tourist activities. During these interactions, it is inevitable that some unfamiliar terms or terminology will arise for both tourists and guides, particularly those related to geology, local culture, and hiking activities. Differences in language background and levels of English proficiency often lead to communication challenges. Therefore, applying effective communication strategies is crucial for tour guides to overcome language barriers and ensure that messages are conveyed clearly throughout the communication process.

1.2 The Identification of Problem

Communication strategy is an interesting subject to discuss, especially in areas where English is not the main language, not the language of the government. Especially in Bali, many guides do not have a strong language background. There are guides who not go to school. So that English is not their primary language. In relation to that, strategic communication is an important topic to research. In relation to the background of the study, the problems were identified as follows:

1. Some people can not communicate in English well.
2. Many communication problems in interaction with foreign tourists which have different knowledge of culture and language.
3. There are some people who have difficulties with unfamiliar terminologies.
4. Some people have difficulty in speaking, especially in communicating to foreign tourists.

1.3 The Scope and Limitation of the Study

Considering the study's background, the scope of this study is restricted to identifying the communication tactics local tourist guides at Mount Batur in Kintamani, Bali. employ when interacting with foreign visitors, as well as the rationale behind their choice.

1.4 The Formulation of Problem

In relation to the background of study, the problems were formulated as follows:

1. What types of communication strategies are used by tourist guides at Mount Batur?
2. Why did the guides use communication strategies in their interaction with the foreigner?

1.5 The Objective of Study

In relation to the problems of study the aimed of the research were as follows:

1. To describe the kind of communication strategies used by guides in guiding tourist at Mount Batur.
2. To explain and analyse the reason why the guides used communication strategies in their interaction with the foreigner at Mount Batur

1.6 The Significance of the Study

Findings of the study were expected theoretically and practically to give much contribution in the world of guide and foreign research.

1. Theoretically, this study is expected to contribute to the development of theories related to communication strategies in second language use, particularly in the context of tourism interactions. The findings provide empirical evidence on how local tourist guides apply various communication strategies when interacting with foreign tourists at Mount Batur. By identifying the types of strategies used and the reasons behind their use, this research enriches the existing literature on strategic competence within communicative competence.
2. Practically, findings of this study became some sort of guidelines for the guides, teachers, and particularly linguists who directly touch this area, in order to be able to guide their communication in speaking, especially in English.

