

## INTRODUCTION

This chapter is concerned with research background, research problems, purpose of the study, scope of the study, and significance of the study.

### 1.1 Research Background

Communication is the way how people transfer their thoughts or feelings to each other. By using communication they will be able to share ideas and opinions. Rahayu (2010: 99) defines communication as symbolic activity, process, and meaning transferring. Symbolic activity is the communication which happens through meaningful symbols in the form of verbal or non-verbal communication. Verbal symbols relate to spoken or written words which are commonly used in communication. Meanwhile non-verbal symbols are an alternative way to communicate. For instance gestures and face expression. There is also a process in communication which is called meaning transfer. It happens based on the following formula: message source- message- channel- receiver- effect. The formula is a dynamic activity which occurs continuously. Further, it is a process in which the expectation of the sender to receiver is to understand directly the messages while they are being transferred.

In order that people make the communication run effectively, the people have to understand what is being transferred that can be done through various ways of communication, and one of those ways is by using language. Language refers to verbal communication which is practiced in its spoken or written form. There are a lot of languages which are used around the world by people for communicating. Furthermore, a country can have several languages that are used to communicate in daily life. For instance, according to Natsir (2012: 200),

Indonesia has one national language and more than 700 vernaculars (local languages). However, people around the world need to have a global language. In this case, English is properly referred to as the global language because this language has globally learned for many fields.

Tourism is one of the fields that use English as language for general communication since it becomes the most language spoken by visitors during their vacation. Hence, People who work in the tourism industry are demanded to be able to speak English fluently. This phenomenon also occurs in Bali. Bali is an island which is located in Indonesia. The beauty of its nature and culture leads Bali to become one of famous tourist destinations which are well-known around the world. Sutawa ( 2015) states that Bali has attracted many local and foreign tourists as a tourism object since 1920s and it has continued to increase since 1994. There are many reasons why tourists are interested in coming to Bali. According to Suradnyana (2006), there are eight factors of attraction for tourists to visit Bali, namely: (1) reasonable price of products, (2) culture in various manifestations, (3) beaches with all their appeal, (4) comfortable travel, (5) vast opportunities for relaxation, (6) image of famous name of Bali, (7) natural beauty, (8) the friendliness of local people. According to The Jakarta Post (2017), Bali has been named as the world's best destination by TripAdvisor (a famous travel planning and booking website). The award was determined by considering the quantity and quality of reviews and rating for hotels, restaurants, and attractions across destinations worldwide.

Many tourism objects in Bali attract the tourists as the options to be visited. One of those objects is Medewi Beach which is located in Medewi

Village, Jembrana Regency, west of Bali. According to Ardianti (2017), Medewi beach is a cape which has a long big wave which is potentially used for surfing. The beach is naturally formed by rocks along the seashore which makes the wave break regularly. In this place, the tourists also can enjoy the beauty of sunset. Medewi Beach is also easily accessed by the tourists because it is really close from the main road. It is only about 2.5 hours from I Gusti Ngurah Rai international airport. Along the way to Medewi beach, the tourists will be impressed by many large rice fields in Tabanan regency. Those factors lead Medewi Village to be visited by many tourists every day for surfing. Hence, that becomes the reason why many local people work as surf guides in this area.

Amato (1979), an expert from United Nations Development Program states that *“Tour Guide is the person employed either by the traveller, a travel agency or any other tourist organization, to inform, direct, and advise a tourist before and during his/her visit”*. It shows that guides are obligated to give instruction of what to do and share information about the places which are visited. Furthermore, the other roles of the guides are to promote the tourism object and give the best service which leads the tourists to have the willingness to visit it again and again. Wilson (2008) states a tour guide is the one who directs tourists and gives them any relevant information about the place being visited. A tour guide is demanded to be able to interpret the cultural custom and natural heritage. In addition, based on the interview conducted with Dayat the leader of Medewi Board Riders (Surf Guides Association in Medewi), the guides in Medewi Beach must be able to communicate with the tourists by using English because most of the tourists use it as daily communication in this area. It encourages guides in

Medewi to learn English in various ways. Commonly, they practice speaking English directly by listening to conversations which are conducted by friends who have mastered English. There are also guides who practice to speak English directly to the tourists.

Based on the preliminary observation which had been conducted in Medewi Beach, the researcher found that the English used by the local guides was substandard language. Newmeyer (2003) defines two kinds of languages, standard and substandard languages, based on their usage. Standard language is a language that has been standardized grammatically by a community. There are formal and informal forms which are used based on situation. Meanwhile, substandard language is a language which is not grammatically standard but it still can be understood by the receivers. During the observation, the researcher found the guides to have good interaction using their English, even though the grammar was not generally correct. However, they also dealt with problems when they communicated with the tourists in some situations. Domyei (1995) states that most people are only able to use 100 words to communicate effectively in L2 (second language). People tend to use their hand, imitate the sounds or movements, or mix language to express the unknown words in target language. The guides had a lack of ability in speaking English because most of them did not learn it intensively from school, educational tourism school, or English education.

To handle this kind of situation, the guides use certain strategies which are known as communication strategies as the alternative ways in their communication to foreigners. Dornyei (1995) defines communication strategies as the strategies which are used by speakers in the form of verbal and non-verbal

communication to solve communication problems, thus, they will be able to convey the intended meaning in communication. The verbal strategies which refer to spoken languages are in the form of words, meanwhile the strategies which are not related to the words are non-verbal strategies. If the guides use the communication strategies properly, they will be able to run communication effectively even though their English is not grammatically correct.

According to some experts, there are several types of communication strategies that can be used to solve problems in communication (Tarone 1980, Littlewood 1984, and Dornyei 1995). Tarone (1980) presents five types of communication strategies, including: *paraphrase, transfer, appeal for assistance, mime, avoidance*. Littlewood (1984) describes eight types of communication strategies: they are *avoid communication, adjust the message, use paraphrase, use approximation, create new words, switch to the native language, use non-linguistic resources, seek for help*. Meanwhile, Dornyei (1995) mentions three main types of communication strategies, namely: *topic avoidance strategies (topic avoidance and message abandonment), compensatory strategies (approximation, word coinage, circumlocution, literal translation, code-switching, appeal for help, used all-purpose words, non-linguistic signal, foreignizing), and stalling or time gaining strategies (use of fillers/hesitation devices)*.

Based on those typologies and the existing problems, the researcher was interested in investigating communication strategies used by surf guides in their interaction to foreigners in Medewi Beach. The typologies had been combined to figure out the communication strategies used by the surf guides in Medewi Beach. Other important things that will be discussed are about the most frequently used

communication strategies by the guides. Other thing becoming the concern of the study is the reason why the guides used a certain communication as the most frequently used strategy.

### **1.2 Problem Identification**

Surf guide is a job which has been conducted for years by many people in Medewi beach. It is because working as surf guides, they can earn money easily and can work in line with their hobby. Yet, there are some skills that they should have before applying job as surf guides. Besides they have to master surfing skill, they are also required to have good communication skill especially in using english in their communication since their customers are mostly foreigners. The result of pre-observation conducted by researcher showed that surf guides in Medewi beach, had good communication with foreigners. However, they had limitation in english vocabularies and grammar . Thus, they tricked the problems by their own way. Currently, their way to manage the problems is known as communication strategy in which they even did not aware to use it.

### **1.3 Research Limitation**

This study is a descriptive qualitative study conducted in Medewi Beach tourism object in Jembrana regency, Bali. The study was concerned with finding out the communication strategies used by surf guides in Medewi Beach tourism object. It was restricted in terms of subjects and objects which had been observed using theories by some experts that are mentioned in the background of the study. The subjects of the study were the surf guides in Medewi Beach tourism object. Meanwhile the objects of study were communication strategies used by the guides in their interaction with foreign tourists in Medewi Beach.

#### 1.4 Research Questions

Based on the rationale above, the problems to be investigated in this study can be formulated as follow:

- 1) What are the types of communication strategies used by surf guides in their interaction to foreigners in Medewi Beach?
- 2) What are the types of communication strategies which are most frequently used by surf guides in their interaction to foreigners in Medewi Beach?
- 3) What are the reasons for using a certain communication strategy which was most frequently used by the surf guides?

#### 1.5 Research Objectives

Referring to the problems above, the purposes of the study can be stated as follows:

- 1) To identify the types of communication strategies used by surf guides in their interaction to foreigners in Medewi Beach.
- 2) To figure out the types of communication strategies which are most frequently used by surf guides in their communication to foreigners in Medewi Beach.
- 3) To know reasons for using a certain communication strategy which was most frequently used by the surf guides?

#### 1.6 Research Significances

This study provides theoretical and practical significance in using appropriate communication strategies by surf guides in Medewi Beach.

- 1) Theoretical Significance

The result of this study is expected to contribute to development of theoretical insight about psycholinguistics and sociolinguistics. Especially, it provides contribution to the development of communication strategies study.

## 2) Practical Significance

Practically, an analysis of communication strategies used by surf guides in Medewi Beach, Jembrana regency gives beneficial contribution to students, surf guides, and other researchers in improving communication skills.

### a. For students

The result of this study can be used as reference by teachers as an example about how English is actually used in society. Hence, it will motivate English students using communication strategies as alternative ways to communicate with foreigners. The students will know that English terms used by surf guides are different from other fields of occupations. It will motivate and interest students in learning English in a contextual way. Besides that, it also can be used as reference by lecturers to teach college students in English for Specific Purpose (ESP) in English Education Department.

### b. For surf guides

This study gives beneficial information to surf guides about how to develop their English skill in an enjoyable way by using communication strategies. By practicing communication strategies,

the guides will be able to solve their problems in communication with foreigner tourists using target language. It will make their communication using target language running effectively.

c. For other researchers

This study can be used as reference to plan and develop similar research which focuses on communication strategies, especially in developing communication strategies for surf guides. Other researchers can expand this study and figure out a better result.

### 1.7 Definition of Key Terms

In order to avoid misunderstanding, there are certain key terms used that need to be defined both conceptually and operationally as follows:

1) Conceptual Definition

a. Communication Strategies

Dornyei (1995) defines communication strategies as the strategies which are used by speakers in the form of verbal and non-verbal to solve communication problems so that they will be able to convey the intended meaning in communication. The verbal strategies refer to spoken languages which are in the form of words, meanwhile the strategies which are not related to the words are non-verbal strategies.

b. Surf guide

Amato (1979), an expert from United Nations development Program states that Guide is someone who works in a traveller,

agency or any other tourist organization to share information about a place visited and give instruction of what to do during a tourist visit. Meanwhile, Lazarow et al (2009) explains that surfing is a recreational activity which involves human interaction with diverse coastal environments. It means that a surf guide is the person who works in a tourist organization to give instruction on recreational activity which relates to the beach environment.

c. Medewi Beach

According to Ardianti (2017), Medewi Beach is a cape which has a long big wave which is potentially used for surfing. The beach is naturally formed by rocks along the seashore which lead the wave breaks regularly. In this place, tourists also can enjoy the beauty of sunset

2) Operational Definition

a. Communication Strategies

Communication strategies are the strategies used among surf guides in Medewi Beach as alternative ways to communicate when they deal with problems in communication. The communication strategies used, lead the guides easier to convey the intended meaning of target language.

b. Surf guide

Surf guide is a person who informs, directs, and advises tourists during and before their beach activity (surfing).

c. Medewi Beach

Medewi Beach is a beach which is located in Medewi village, Jembrana regency and has great waves for surfing.

