

# CHAPTER I

## INTRODUCTION

This chapter consists of various aspects such as research background, research questions, research objectives, research significances, and definition of key terms. The detail of the aspects present as follows.

### 1.1. Research Background

In this millennial and industrial 4.0 era, many people think that language is an important thing that should be mastered. Furthermore, Language plays an important role in our life (Vause, 2012). Language is the primary means of communication, and most communication happens in context. It makes effective communication need an understanding and connection between the language and the user. Language is something that might have power, tool in a debate, or as a conflict causes (Amberg & Vause, 2010). Therefore, by mastering, language people can interact and communicate with others in their society.

A language is a system of communication, a tool in delivering messages. Moreover, communication can be run because of the use of the right words and sentences in delivering messages. In human communication, there is a feature to understand whether the speaker speaks literally or non literally. Successful communication depends on how creative someone in using words as a tool in delivering messages (Akmagian, Riforner, & Hamish, 2016).

English is a universal language. English is used by people in communication with other people across the country. Mastering English makes people easy to do interaction and communication with people from other countries. Mastering English means learning how to communicate through the target language, whether spoken or written. The language which is used should be appropriate in grammar, vocabulary, intonation, and pronunciation. Moreover, English has become an important subject to be taught to every level of students', from primary to university students. There is four basic language skill that should be learned and improve such as reading, writing, listening, and speaking.

English is an international language that is taught widely in various countries in the world. Entering the millennial and industrial 4.0 era, English has an important role as the function of English is as a tool or media to communicate with other countries and it is also a language of science, technology, social-economy, culture, and art. As an international language, English is very important to be learned. It is showed by the research of Estliden (2017) that from 60 students who were given a question about "is it important to learn English?", all of them answered that it is very essential to learn English as an international language and an important tool when it is used to communicate in various situations with people from other countries. The importance of learning English is also felt in Indonesia.

In Indonesia, English is taught in formal and non-formal education. Formal Education is a structured and tiered education covering primary education, secondary education, and university and non-formal education is an education that is outside of formal education can be implemented structurally and gradually (PP

RI No 32, 2013). English in Indonesia is not an official language. Teaching English as a foreign language needs great effort. The factor of achievement in learning English comes from personal and environmental factors. Teaching English to students in which English is not their mother language is not easy. Holesinska (2016) presents six basic principles in language teaching such as systematic approach, predictable and friendly environment, motivation, interaction (accommodation and modification), clear interaction, and review. The six principles are dedicated to a teacher who is expected to have a good pedagogical qualification in teaching, educating, guiding, and facilitating students. This competency facilitates the teacher and students in gaining the purpose of learning such as students can convey messages, share information, and interact with others by using communication.

Communication can be defined in many ways. Simply, communication is delivering information or messages even verbal or non-verbal messages, and information exchange between communicants through a system of communication (Rosenbaum, 2005). People deliver their idea and information through communication. In communication, language plays an important role in, event by using mother language or foreign language, such as in Indonesia English is and foreign language. Communication can not run smoothly if people do not have good language skills and communication skills. People can not accommodate their communication if people can not adjust their language.

To make communication run well, all of the people in the interaction have to accommodate each other. People have to maintain the use of language and adjusting the way of communication with their speaking partner. Communication

breakdown occurs when the people in communication can not understand clearly each other. This situation not only occurs in social or community interaction but also in teaching-learning interaction especially in communicating using English as a foreign language. Dewi, Batan, and Myartawan (2018) observed the types of communication strategies in the EFL classroom which are done by students in the classrooms. The study found several strategies that were used by the students in communicating in the classroom such as the use of self-repetition, fillers, code-switching, appeal for help, self-repair, asking for confirmation, message abandonment, omission, approximation, and literal translation.

However, learning English as a foreign language (EFL) becomes a big problem for learners who have limited ability in English. It is not the only problem for the learner but also for the teacher. This case also occurs in hospitality school, which has various educational background students. Maintain effective communication between teacher and students become hard, especially when the teacher introduces hospitality terminology to the students during the teaching-learning process. Communication strategies to EFL students are needed to maintain effective communication between teachers and students, which is based on a study which was conducted by Teng (2012). Based on the research, there are significant differences for the college students who received the instruction of communication strategy. The significance such as getting a higher score in communicative post-test, improved oral communication proficiency test score, encouraging EFL students to engage in interactional activity and communication strategy pedagogically effective for students. The study focus on the communication strategy used by the teacher for college students in general,

not the use of communication accommodation strategy. It was found essential to analyze the communication accommodation strategy for college students which is used by the teacher.

Program Studi di Luar Domisili (PDD) Jembrana – Politeknik Negeri Bali is the only Diploma 1 tourism vocational school in Jembrana which is under Politeknik Negeri Bali's order. This school is designed as a preparation for establishing Akademi Komunitas Negeri Jembrana. So, in the first five years of this school would be proofed whether this school suitable or not to be established. It means to gain the target, all of the components in this school should be operated maximally, especially in the teaching-learning process. Most of the students in this school do not come from hospitality vocational schools, most of them from other vocational schools such as automotive, nursery, farming, and Senior High School. When the researcher conducted a preliminary observation, the students in this school have limited ability in English and lack hospitality knowledge, but the students have high motivation in learning to grab their ambition to be a hospitality worker. This phenomenon becomes significant considerations of the researcher to analyze the implementation of communication accommodation strategies used by the teacher in learning Basic English and the motive of implementing communication accommodation strategies by the teacher in PDD Jembrana, to analyze the kind of communication strategy used in the teaching-learning process to create effective communication and gain the teaching goal.

Furthermore, the researcher decided to analyze the communication accommodation theory which is consists of communication accommodation strategies used by English teachers in teaching Basic English in Program Studi

Diluar Domisili (PDD) Jembrana - Politeknik Negeri Bali to find the strategies used to make an effective interaction in the classroom. Moreover, this study could be an inspiration and reference to other teachers in applying communication accommodation strategies to create an equal and harmonious atmosphere in the heterogenic classroom.

### **1.2. Research Questions**

Based on the research background above, there are two research question can be formulated as follows:

1. What types of communication accommodation strategies used by the teacher in Program Studi Diluar Domisili (PDD) Jembrana - Politeknik Negeri Bali when teaching Basic English?
2. Why communication accommodation strategies are implemented by the teachers in Program Studi Diluar Domisili (PDD) Jembrana - Politeknik Negeri Bali Classroom Interactions?

### **1.3. Research Objectives**

Based on the problem of the study, the objectives of the study can be presented as follows:

1. To analyses types of communication accommodation strategies used by the teacher in Program Studi Diluar Domisili (PDD) Jembrana - Politeknik Negeri Bali when teaching Basic English

2. To analyze the motive of implementing communication accommodation strategies by the teacher in Program Studi Diluar Domisili (PDD) Jembrana - Politeknik Negeri Bali Classroom Interactions

#### **1.4 Research Significances**

Theoretically, this study is expected to figure out the teaching-learning process in a heterogenic class through communication accommodation theory. The result of the study is expected to show how the communication accommodation theory, which is consists of communication accommodation strategies is implemented in teaching English to improve the students' understanding and achievement in a heterogenic class.

1. For the teacher, this study is expected to help the teacher's understanding in using communication accommodation strategy to accommodate the students' various ability, as a mechanism of carrying out teaching and learning, as a reference for the teachers which have less communication strategy in the teaching-learning process and would encourage the teachers to improve their communication strategies to improve the teachers' teaching strategy and students learning outcomes.
2. For the students, this study is expected to be a useful study to help the students in increasing their ability to English and hospitality knowledge, furthermore, it can develop their motivation in learning English. It is also expected to encourage the students to build good communication with their teachers to improve their learning outcomes.

Practically, the result of the study will give feedback to the students and the teacher. The result of this study could help the teacher to improve their communication skill to accommodate all of the students' abilities. Furthermore, the students can get the indirect value of this study by understanding the communication process in the classroom.

Finally, this study will contribute to the improvement of communication in the school of Hospitality Industry, how to manage a good relationship between the teacher and students to make a good atmosphere along the teaching-learning process through communication accommodation theory. Therefore, this study will give contribute to the teacher in the communication strategy used in the classroom interaction so all of the participants can accommodate each other to improve students learning outcomes. For the teacher, this study will be a reference that learning outcome would be gained not only by teaching strategy but also influenced by communication strategy.

### **1.5 Scope of the study**

This study describes the communication accommodation theory which is consisted of communication accommodation strategies applied by an English teacher of tourism vocational school in Program Studi Diluar Domisili (PDD) Jembrana - Politeknik Negeri Bali. This study is limited as follows:

1. The focus of the research is communication accommodation theory which is applied by the English teachers in teaching Basic English. It is focusing on the communication accommodation strategies used by the teacher in explaining the material given.



2. This study focuses on communication in explaining the teaching material of two English teachers in Program Studi Diluar Domisili (PDD) Jembrana - Politeknik Negeri Bali
3. This study is qualitative, thus it is limited to the qualitative description.

## **1.6 Definition of Key Terms**

To avoid misunderstanding of the reader, there are definitions of the key term which are conceptually and operationally explained by the researcher. The definitions present as follows:

### **1.6.1 Conceptual Definition**

#### **1. Communication**

Communication is information transmitted, a verbal or nonverbal message, and a process by which information is exchanged between individuals through a common system of symbols, signs, or behavior (Rosenbaum, 2005).

#### **2. Communication Accommodation**

Communication accommodation can be defined as the adjustments made in speech and communication (perceived or actual) resulting from attempts to take positive (or negative) account of an interlocutor's behavior, group memberships, motivation, and needs, in an interpersonal (face-to-face or mediated) encounter, and their impact on the relationship and future encounters with the interlocutor or other members of his or her group (Giles & Gallois, 2015).

### 3. English Teacher

English teacher is a teacher who teaches English. English teacher has knowledge and skill in the English language which is graduated and certificated as an English Teacher.

## 1.6.2 Operational Definition

### 1. Communication

Communication in this study refers to the oral interaction between teachers and students, to convey messages, ideas, and information. The communication can be using mother language and foreign language, in this term is English.

### 2. Accommodation Communication

Accommodation Communication refers to the adjustment of the language used by the English teacher to solve the problem in conveying messages, information, and idea. The adjusting is used to solve the lack of ability in English.

### 3. English Teacher

In this study, the English teachers refer to teachers who teach Basic English in Program Studi Diluar Domisili (PDD) Jembrana - Politeknik Negeri Bali in the first semester.