

# CHAPTER I

## INTRODUCTION

### 1.1 Research Background

Communication is a dynamic interaction process that involves the effective transmission of facts, ideas, thoughts, feelings and values (Rahman, 2010). Furthermore Rahman (2010) emphasize that communication is symbolic because it involves not only words but also symbols and gestures that accompany the spoken words because symbolic action is not limited to verbal communication. Communication is an interactive process. The two communication agents involved in the communication process are speaker as sender and listener as receiver. From that statement communication is not passive only about interaction but we actively and consciously engage in communication in order to develop information and understanding required for effective group functioning. Communication not only about verbal communication, there are including with non-verbal communication such as symbols and gesture. From that theory we can make the interactive communication by verbal and non-verbal communication.

Communication strategies tend to the requisite meaning of the two interlocutors to agree on meaning in situation. Communication to find the gap between the communication effort and immediate available linguistic resources (Kárpáti, 2017). Communication strategies are necessary for student of a foreign language with the native or second language during communication, due to the high probability that they are presented with a linguistic and cultural inadequacy when the conveyance of

meaning occurs between one to another. The focus of communication strategies was to avoid the communication breakdown.

Rababah (2005) claimed that teaching communication strategies are beneficial for students. The first reason communication strategies can increase the forgotten vocabulary from both participants, especially when appealing for assistance. Second, by implementing the techniques the participants have a greater chance of carrying on with their conversation, without losing faced. The last, students can solve the communication challenge on their own, while achieving their goals.

According to Uglia et al. (2012) The interactional communication strategies which used more often by them, namely response: repair and asking for clarification. They used the strategies namely: asking for confirmation, indirect appeal for help, response: confirm, response: reject, interpretive summary, asking for repetition, direct appeal for help, response: repeat, response: rephrase, own accuracy check and expressing non-understanding moderately.

In this global era, English has become the international language used in business and academic communication. English as a trend in a worldwide phenomenon, made the communication in English was necessary as a foreign language. Used English as foreign language was very effective as the interpersonal communication. Communication skill was an important aspect to acquire in learning foreign language. to measured the successfully of learning the English as foreign language from the performance of the communication skill.

To express the student idea and feelings, the interlocutor understood the meaning of the speakers mean. The process to produce the word intentionally to

represent their intention. The language was very essential instrument that enables for the speakers to stated their existence, ask something, express agreement and refusal. It was the reason for the oral communicate was highly principle.

Mostly teacher in English as foreign language learners believe that the oral communication problems can be solved through more practices in vocabulary and structure, using and learning the foreign language. In communicate in English student was demanded to use the correct grammar in used the foreign language. Furthermore, have a good pronunciation and vocabulary also needed to know how to use the word. The difficulties of communicate in English was the learners encounter a word they did not understand and they cannot express the word meaning.

In Indonesia English is used as a foreign language. Therefore, in Indonesia, English language then learns from the primary educational level, the secondary educational level, until higher educational study level. And also, vocational school students are learning the English language. Vocational school student should learn about English because they will be following the training process in hotels, restaurants, villa, etc. Training is often looked upon as an organized activity for increasing the knowledge and skills of people for a definite purpose. It involves systematic procedures for transferring technical know-how, the employees increase their knowledge and skills for doing specific jobs with proficiency.

Since the development in economic that associate Indonesia with the other country English were very important as intermediate language (Rini, 2014). As the international language English is very important to learn. In Indonesia people learn English from the formal school as the subject of the curriculum. Learning English at

school not bring much to improve the student's ability to communicate with English. At the school the teacher and students only focus with one goal, that is passing the exam. This problem makes the students cannot communicate well in English. Most of the students in Indonesia are afraid to communicate in English. Teacher not focus with the practice in English. In Indonesia, not all the formal school applied a bilingual education. School that applied the bilingual education are expensive.

In the other hand, Training is a systematic activity performed to modify the skills, attitudes and the behavior of an employee to perform a particular job. The professional competence formation in a future specialist during practical training is interconnected with the educational projects' system introduction, which includes: integration of personal, professional, financial, technical and educational resources; competent specialists' innovative training in the specific environment; the scientific projects' adaptation to the specifics of practical and innovative learning processes (Burganova et al. 2016).

In following the training process the vocational school student will definitely interact with the guest. Especially vocational school students in following training process at Hotel. When they interact with the guest at hotel, they definitely face the misunderstanding. There are many miscommunications between staff in hotel with the hotel guest. The solutions that are used by English as foreign language (EFL) learners to solve the misunderstanding in oral communications are communication strategy. The four skills (writing, reading, listening and speaking) was the purpose in teaching the foreign language, but in these days the concentrate becomes more on the oral communication which includes listening and speaking skills.

Students in Indonesia are very difficult to communicate well with English. Some students in Indonesia used hands gesture, or the other strategy to communicate with foreign if they difficult to explain what they want to say. From the communication strategies, student can improve their ability to communicate effectively in the new language although they have not yet mastered all the grammar and vocabulary of the language. Vocational school students in following training process at Hotel are already expected they have to communicate with foreigner every day. Therefore, they have to be able to communicate using English well. But sometimes they stuck in communication for various reasons.

Communication strategies used to negotiate the meaning to maintain the conversation. According to Faerch and Kaper (1983) Communication strategies decided to handle difficulties or communication breakdown. In Purnama (2017) The study of communication strategies was introduced as a new area of applied linguistic research by four researchers: Selinker (1972), Savignon (1972), Varadi (1973), and Tarone (1977). Most of research on communication strategies has focused on the strategies in isolation. Purnama (2017) focus on carrying out research on all types of communication strategies used by the Indonesia EFL learners on their actual or on-going condition. For thus study the researcher investigate the communication strategies that used by the vocational school students.

There is communication strategy that students training as hotel staff did, for the example *“when the staff want to explain the wardrobe to the guest, the staff got stuck to explain that wardrobe and just pointing that object. But after a second, she tried to explain that object. The type of communication strategy that used by the staff*



is *Message Abandonment with the hotel guest*". In the other case when the staff wants to describe the power socket but she forgot the name of that thing and then she used *Circumlocution* to describe it. She said "you can use this thing to power up your phone or the other electrical thing" (Kárpáti, 2017). Reciprocally, practicing communication strategies can use the synonyms or antonyms, since we can replace a word into a proper word the speaker still can use as the communication strategies.

Therefore, from those issues this research focused on the communication strategy that the student used when they stuck in communication with foreigners. There are many strategies in communication, like message abandonment, circumlocution, etc. In this case the writer wants to analyze what strategies are used by the student in the Hotel where they training. Furthermore, the result of this research can be used by the teacher to know what the difficulties of the student in communication with the foreigners.

## **1.2 Problem Identification**

Vocational school students in following training process tend to face difficulties when communicate by using English language. Thus, students tend to use communication strategies to emphasize what they are going to communicate to the hotel guest. The vocational school students in following training process at Samaya hotel Ubud have some difficulties to communicate well in English, that is make the vocational school students afraid to communicate a lot with the hotel guest in English.

### **1.3 Limitation of the Problem**

This research has been investigated students' and guests at Hotel during they communicate each other. The research focuses on the communication that used by the student when the students stuck in communicate with the guests. So, the result of the research can understand what the problem that faces by the students during communicate with the guests.

### **1.4 Research Questions**

Based on the research background, the statement of the problems of this research is formulated in the following question:

1. What are the strategies that are used by the students to communicate with the guest at Samaya hotel Ubud in food and beverage service?
2. What are the difficulties of the students to communicate well in English?

### **1.5 Research Objectives**

This research has the purpose:

1. To analyze the strategies used by the vocational high school student to communicate with the guest at hotel.
2. To describe the difficulties of the students to communicate well in English.

## 1.6 Research Significances

It is hoped that the results of the research will be beneficial for:

1. Language learners who interest with the study about linguistics, especially about communication strategy. It is hoped that they can have a better comprehension about what a communication strategy that used to communicate with foreigner. And also, how to understand, what the communication strategy means.
2. It is hoped this research can be used by the teacher to know what the difficulties of the student in communication with the guest at hotel.
3. Student, to help them get a solution of their problem to communicated with the guest at hotel.

## 1.7 Scope of the Research

The content of this research was restricted in terms of its subjects and objects. The subjects of this research were limited to vocational school students in following the training process at Samaya hotel, especially student in food and beverage service staff. The objects of this research were also limited to communication strategies which are used by students in following training process during communicate with the guest at hotel.