

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the study

Human beings are known as social creatures which means that they cannot live alone. Humans need to communicate with each other to share their ideas, and provide some information. In doing communication, people require a tool which is called a language. According to Taous (2012), language is one of the means of communication that is used between people in order to share information among them. There are varieties of language in the world that people use to share their ideas or exchange information. Most people around the world use English as English is an international language. Therefore, learning English is very important so that we can communicate with people from all around the world. According to Ramelan (1992) as cited in Nurmasitah (2010), English as an international language is used to communicate, to strength and to fasten relationships among all countries in the world in all fields, for example in tourism, business, science, technology, etc. It can be said that English becomes the bridge which overcomes the gap between people who speak other languages to be able to communicate with each other.

Especially in the tourism industry, English is commonly used in order to communicate with guests. Since guests are not only local people, but they travel from all around the world which speak different languages and have different cultures. Year to year the tourism industry always becomes one of the most attractive industries which most of the young generation is interested in working in the tourism or hospitality field. Especially in Bali since Bali is one of the most popular tourism destinations in Indonesia over in the world. Bali is Indonesia's largest and most popular tourist destination and continues to attract thousands of tourists each year with its highly developed art, culture, and leisure scenes. According to the International Association of Tour Managers (IATM), tour guides act as 'buffers' among tourist, the social

environment, arranging transportation, interpreting, handling problems, insulating travellers from difficulties and making the environment safe for tourists because they act as ‘intermediaries’ between tourists and the ‘unknown’ environment (Zhang & Chow, 2004).

Here is the job of tour guide in Sekumpul waterfall. As a tour guide in sekumpul waterfall it is quite simple but full of responsibility. First after the guests choose the package the guide with the guests has to walk to the waterfall. Along the way the guide will explain about the tropical trees and something else randomly. The purpose is simple, the guide needs to share the information and to enjoy the trip because the guide has to walk about 1km to the waterfall the way is not that easy. First way is easy but a few hundred meters before the waterfall the guide and the guests walk true the stairs then pass the river. The hardest part of this job is making sure our guests are safe and enjoying their trip. After they enjoy swimming at the waterfall, the job is not done yet. The guide has to walk up stairs and go back about 1km like it was, but it is a very fun job. As a tour guide, they need to consider strategies of communication that are suitable to be used so that the communication goals can be achieved.

According to Lam (2010) Communication Strategy is designed to communicate effectively and achieve key organizational goals. Communication strategies are divided into verbal and non – verbal strategies that the speakers can use to solve communication problems so that they will be able to convey the intended meaning (Dornyei, 1995). Verbal strategies refers to strategies which are in the form of spoken language, while non – verbal ones are those which are in form body language, gesture, or facial expression.

Based on the explanation above, the researcher is interested in conducting a study about communication strategies used by tour guides in sekumpul waterfall. It is considered important to do research on communication strategy, especially to improve the language that tour guides have. The researcher chose Sekumpul waterfall because this place is one of the most famous and most

beautiful waterfalls in Asia, Bali exactly. There are always foreign visitors daily who come for activities and will be guided by a tour guide during their visit. So, the researcher wants to learn about this.

## **1.2 Formulation of the problem**

Based on the background of the study, the research questions are formulated as follows:

- a. What are communication strategies used by the Tour Guide in Sekumpul waterfall?
- b. What are communication strategies most frequently used by Tour Guide in the Sekumpul waterfall?

## **1.3 Objectives of the study**

- a. To find communication strategies used by Tour Guide in Sekumpul waterfall
- b. To find out communication strategies that most frequently used by Tour Guide Sekumpul waterfall

## **1.4 Significance of the study**

### **a. For Students**

It is expected that the result of this study can give valuable information for other students about communication strategies.

### **b. For the institutions**

It is expected that the result of this study will be beneficial for next researchers who would conduct similar research on communication strategies.