

Chapter I

Introduction

1.1 Background of Study

Indonesia is one of the largest and richest countries in the field of culture and tourism. This is evident from the many tourist areas are almost spread throughout the province in Indonesia. Seeing so much tourism potential in Indonesia encourages some parties to develop Indonesian tourism in various ways, for example by holding art and cultural exhibitions, displaying local cultural arts, and opening a travel business as a promotional activity of a tourist destination or tourist destination.

Tourism is a travel activity undertaken by a person or group of people by visiting a particular place for recreational purposes, personal development, or studying the unique places visited in a short time. tourist destinations have geographical areas located within administrative areas where there are tourist attractions, public facilities, tourism facilities, accessibility, and an interconnected community and complete the realization of tourism.

Tourism plays a role in efforts to enhance national identity and foster public awareness and pride in the nation's natural and cultural richness by introducing natural and cultural riches. To bring in tourists, domestic tourists, foreign tourists, tourist destinations or tourist destinations should offer potential or whatever facilities exist in the area, for

example: transportation services, food and beverage services, accommodation provision and entertainment and recreation activities.

This will all be a special attraction for tourists who will visit or travel to a tourist destination. Tourism as one of the influential sectors in industrial development, developed in order to further increase the rate National development. Tourist products are produced by various companies such as hotel services, transport services, entertainment services, tour and travel services and so on. Provided by the community, among others, street and public hospitality. also provided by nature such as landscapes, beaches, oceans and etc.

The existence of efforts to improve the tourism sector can be encouraging communities to further develop their area, more resource used the existing natural resources and further develop the existing culture. There is openness to let travelers know about anything which becomes a potential tourist destination becomes an interesting thing to be observed for domestic tourists or foreign tourists visit. It is also a promotional event for a tourist destination and this can also bring in foreign exchange or income for economic development of tourism in Indonesia.

One that has many tourist destinations is West Java. Bandung is the capital of West Java that has been known for its tourist attractions and culinary. Therefore, becomes tourist destination and it is visited by many domestics and International tourists. for tourists who want to travel easily and practically, tourists can use travel agents. Travels

Agency as a place that provides accommodation for transportation services that serve domestic and foreign tourists, therefore the English speaking skill is needed to serve foreign tourists.

Travel agency is a company that organizes tourism activities and other services related to the conduct of travel both in the country and abroad. In conducting its business activities that is as an intermediary for tourism industry entrepreneurs, travel agency has the main functions, namely as follows:

a) General Functions

In this case travel agency is a business entity that can provide information about everything related to the world of travel in general and travel in particular.

b) Special Functions

1) Travel Agency as an intermediary. In his activities he acts on behalf of other companies and sells the services of the companies he represents. He therefore acts in between tourists and the tourist industry.

2) Travel Agency as a business that plans and organizes tours with its own responsibilities and risks.

3) Travel Agency as an organizer that is in intensifying business, travel agency actively established cooperation with other companies both at home and abroad. Owned facilities are used as wares.

Travels agents sell transportation, lodging, and entertainment activities to individuals and groups planning trips. They offer advice on destinations, plan trip itineraries, and make travel arrangements for clients. Travel agents typically work in offices, but some work remotely because much of their time is spent on the phone and the computer. Most travel agents work for travel agencies.

One of the travel agents in Bandung is Sakata Convenxia and its location in Cihampelas. Sakata Convenxia is a travel service company that has been established since 2011. The work and activities of PT Sakata include tour and travel activities, MICE (Meetings, incentives, conferences and exhibitions), training on quality improvement of human resources, out bond, in bond, seminar.

In addition to planning a trip for tourists, Sakata Convenxia is a business facility that works with other travel agents in a tourist destination that will be visited to make it easy to get information about unknown tourist destinations. The location of Sakata Convenxia from the airport can take about 45 minutes. Strategically, Sakata Convenxia is located in the area of one of the Cihampelas street shopping centers. Sakata Convenxia is a perfect choice for touring, making meetings and making events.

Furthermore, the writer chooses the front liner for the object of his research because that is the most important aspect of making contact with the guest first. In the travel agency, the front liner is necessary because it is the center of the office. Front liner welcomes customers,

gives them information about tour packages, meeting packages, hotels, and helps them to reservation. The main thing for the front liner is to provide good service to the customers. Each front liner must have good language skills to avoid misunderstandings of customer.

However, the tourist who visited other countries certainly require language as a means to communicate with other people. As Brown (2004) mention: “language is a system of arbitrary vocal symbols, which allows everyone in a particular culture, or others who have studied the culture system, communication or interaction”. Therefore, we don’t just say the words but convey the message through word of mouth. Talking is productive skills in oral mode. In this case, the situation of interactive talk included face to face conversations and by telephone calls, where we are alternately listening and speaking.

Customers not only from domestic tourists, then the front liner should be able to use the English language that can be understood by foreign tourists. With the number of foreign tourists then the service workers must have good English skills. English is one of the most popular languages in the world. English influences all aspects, both educational and non-educational. Sakata Convenxia has good front liners for handling customers but they have a lack of English skills for facing foreign tourist.

According to Brown (2008): “In a learning speaking, somebody would be faced with a choice concerning the center of skills that must be learned, the first accuracy, fluency later or first fluency, accuracy

later”. Hence in this case someone who will learn to speak English, they can choose say a word in the English language fluently first. After that, learn about the pronunciation of that a word

According to all consideration, the writer intends to establish a research entitled “The Use of English Speaking Skill of Front Liner Staff at Sakata Convenxia Tours & Travel in Handling Customer”

1.2 Identification of the Problems

Based on the background of the study, the front liner is needed because it is the center of a travel agency. The front liner provides information about tour package, accommodation, transportation to tourist destination. Therefore, front liner is becoming the center of an office. The front liner employees need to master English, because English speaking skill is used to facilitate the communication with the international tourist. English is the most common language for international communication, but the front liner at Sakata Convenxia have a lack of English skills for facing foreign tourist.

1.3 Research Problems

1. How is the English speaking skill of the front liner at Sakata Tours and Travel for handling customer?
2. What difficulties are facing by front liners in speaking English?
3. What are the foreign guests opinion of front liners English speaking skill at Sakata Convenxia Tours and Travel?

1.4 Limitation of the Problems

To limit this study are the writer analyzes the correlation of English speaking skill, difficulties of front liner in handling customer and the opinion of foreign guest. The object of this research is only the Front Liner at Sakata Convenxia and the writer analyzed for 3 months.

1.5 Objectives of the Study

In order to make this research appropriate with the target, it needs clear and deep intention. The purpose of the study is to observe the use of English by the front liner who works at the Sakata Convenxia. Based on the problem formulated above, the objectives of the study are:

1. To find out the English speaking skill of the front liner at Sakata Tours and Travel for handling customer.
2. To find out difficulties are facing by front liners in speaking English.
3. To know the foreign guests opinion of front liners about English speaking skill at Sakata Convenxia Tours and Travel.

1.6 Significances of the Study

There are some significances of the study as follow:

A. Theoretically

1. This research could be a reference about the tours and travel industry for students of English Literary Department, Pasundan University, Bandung.

2. This research could show that English is very important in supporting our career.

B. Practically

The result this research paper can help the front liner to improve their English speaking skill related to the customer satisfactory.