

Chapter I

Introduction

1.1. Research Background

An era of creative economy opens opportunities for community creativity to manage the nation's cultural wealth by creating new creations so that existing cultures such as traditional arts have added value and more benefits. Local traditions attract the attention of consumers who want to enjoy what fits a particular culture. "Loved the Local Culture" means individual looking for genuine though not necessarily for global brands.

Creativity in the form of local product development and traditional arts has now become a major force global economic turnaround especially in the service sector, Tourism. The successful management of traditional art-based creativity will have a major impact, because a creative process is in direct contact with real problems of society such as cultural preservation, community welfare and other socio-economic.

Culture is related to its source of formation. The forms of culture will be influenced by resources. Said that, the development of art in general follow changes taking place in society culture and is influenced by factors such as geographical. West Java is one of the provinces in Indonesia with high temperature and rainfall, allowing for bamboos to thrive, in addition a rice field.

Bamboos are made as the materials to build houses and they are also known to prevent soil erosion. Bamboos grow in humid areas. The traditional period of people necessitates that one has identify a geographical area of this group in order to consider autochthonous art practice of place so as determine its cultural beginnings, extent and

forms an art explored. In this regard, a geographical condition of West Java supports the formation of *angklung*.

Angklung is a musical instrument from Indonesia made by varying number of bamboo tubes attached to frame. The tubes are carved to have a resonant pitch when struck and tuned octaves, similar to Western hand-bells. A base of frame is held in one hand, whilst the other hand shakes instrument, causing repeating note to sound. Each performer in an *angklung* ensemble play just one note or more, but altogether complete melodies are produced.

The instrument typically comprises two to four bamboo tubes loosely supported in a square frame, bound by rattan cords. They slide freely when the instrument is shaken sideways, producing a musical note. Each tube is tuned by cutting a tongue-shaped segment about two-thirds of its length and closed node at the bottom. The tubes sit in a small trough at base of frame. Each *angklung* produces a single note. Smaller tubes produce tones of higher pitches.

It takes six months to produce one *angklung*. As the bamboos have to be cut, soaked on water, cleaned then dried in sun before being shaped for get desired sound. Traditional *angklung* use the pentatonic scale but in 1938, musician Daeng Soetigna introduced *angklung* using diatonic as known as *Angklung Padaeng*.

Daeng Soetigna started to resurrect and popularize the *angklung*. He introduced tunes similar to Western music, composed modern arrangements and recruited more *angklung* enthusiasts. *Angklung* normally found nowadays are tuned to the Western diatonic which differs from the traditional pentatonic scale.

The word “*angklung*” may have originated from Sundanese “*angkleung-angkleungan*”, suggesting a movement of player and “*klung*” sound that comes from instrument. Another theory suggests that the word “*angklung*” was formed from two Balinese words – *angka* and *lung*. *Angka* means broken or lost. *Angklung* thus means incomplete tone.

Angklung is popular throughout the world, but it originated in West Java and Banten province in Indonesia also has been played by the Sundanese for many centuries. *Angklung* and its music has become the cultural identity of Sundanese communities in West Java and Banten. Playing *angklung* as an orchestra requires cooperation, coordination and is believed to promote the values of teamwork, mutual respect also social harmony. An *angklung* player holds the instrument in one hand and shakes it with other. A melody is performed by a group of players shaking *angklung* of different pitches. Each performer can hold a maximum of two *angklung*, one on each hand.

According to folklore, *angklung* was a musical instrument of agricultural festivals and used during the festivities arouse spirits fighting of soldiers. It was also associated in Java with hobby-horse dancing. In the 1920s, it was used as children’s toy. Then in 1930s, it was used by beggars to attract passers by. On November 18th 2010, UNESCO officially recognized the Indonesian *angklung* as a Masterpiece of Oral and Intangible Heritage of Humanity. UNESCO also encouraged Indonesian people and government to safeguard, transmit, promoted performances to intensify the craftsmanship of *angklung*.

In this regard, *angklung* is one of the media of expression and entertainment for Sundanese communities. *Angklung* can also be functioned in education field (teaching, learning, training both in formal and schools).

In international, the culture from Indonesia was respected. They like see the performance of *angklung*. We can see in Bandung a place that available to show traditional art and dance only at *Saung Angklung Udjo*.

Saung Angklung Udjo is located on Jl. Padasuka 118 Bandung. *Saung Angklung Udjo* is a performance arena, bamboo handicraft center and workshop of musical instruments. *Saung Angklung Udjo* was established in 1966 by Udjo Ngalagena and his wife. *Saung Angklung Udjo* is not only famous in Indonesia, but also international. Gradually, *Saung Angklung Udjo* is now growing astoundingly to be the leader name for cultural tourism destination in West Java.

In the tourism era, English become an international language that could use by people from all country in this world. Since 1920's, the influence of English as an international language (EIL) has extended to most other parts of a world (Kaplan, 1987: 138). An expansion of British Empire initiated the spread to territories which Britain claimed as its own, for example Australia.

Nowadays in globalization era, English has significant function. People around the world learn and use English by formal or informal way. Now, English is very important in many activities. Many business fields need employees who can speak English. By employees whose have ability in English, the business field can run system based on international standard quality.

In Indonesia, English has become subject which must to learn. The development of technology forces everyone to learn English. As we know, internet also connecting to all around the world and many information in English. In tourism industry, English is one of important aspects doing the activity. English can be used to serve the foreign tourists. With the use of English, foreign tourists can get information both spoken (tour guide, staff, etc.) and written (booklet, signpost, etc.). Foreign tourists also will get information about the places of interest both culture and nature.

Communication is a process of exchanging information, ideas, thoughts, feelings and emotions through speech, body language or written. English oral communication is not easy for foreign people who seldom used it in their society. Foreign language learning is more complex concept than simply mastering new information and knowledge because it involves variations of personality traits also social components. Additionally in human interaction, numerous attempts have been made to classify the functions of speaking.

Brown and Yule (1983: 13) made a useful distinction between two function of speaking. The first one is interaction functions of speaking in which it serves to determine and maintain social relation. And the second function is transactional functions which focus on exchange of information. Richards (2008: 21) expanded the function of speaking into three-part version framework. There are talk as interaction, transaction and performance. Each these speech activities are quite different in terms of form and function. Meanwhile, in foreign language learning motivation has been widely acknowledged also recognized as one of the key factors that influence the rate, continuity and success.

Lucas, Pulido, Miraflores, Ignacio, Tacay and Lao (2010: 3) simply defined motivation as the individual's attitudes, desires and efforts. Motivation for language learning can not only include orientation but also the combination of effort, desire to achieve the goal and attitudes. Other word, motivation doesn't only exist in the form of cause learning but also goal, achievement and satisfaction that is reached by conducting learning activity.

There are so many activities in *Saung Angklung Udjo*. One of the activities is service of management and employees. The service of management and employees helps in carrying out tasks providing to all lines also organizational elements. A main function is to provide best service in the form of operational activities. The management and employees had several duties such as giving information to foreign tourists. The management and employees hold important role to organize an event. One of important things is the management and employees should have good ability in English. This is necessary when the management and employees face several foreign tourists.

In the process activities, every people had different efforts in learning English. It would give different progress because that is different ways, experiences and facilities also represent the condition of people were tend to be passive in learning process. Therefore, they need specific effort to support and improve their skill in learning English. The activities of peoples' effort could be done in everywhere. The peoples' effort is motivation process of actions and goals design to achieve their need.

Effort is a kind of behavior activities in learning process. Effort rises from the motivation process. According to Schunk, Pintrich & Meece (2008: 4) stated that motivation is a process rather than product. As process we do not observe motivation

directly but rather we infer it from actions (e.g., choice of tasks, effort and persistence). Motivation provided a direction and intensity to achieve the goals.

Also, according to Cohen, Weaver and Li (1996: 29) that learners allow to control their learning process in coordinate their efforts to plan, organize and evaluate target language performance. In expectancy theory, effort has a performance to fulfill the goals of learning process. Expectancy is belief that one's effort will result in achievement of desired performance goals. It usually based on individuals' experiences, self-confidence (self-efficacy) of standard performance. In other word, the expectancy is refers efforts to performance. If people do the maximum effort, it will make performance better.

Besides that, the management and employees should have a good service. Service is one of important aspects to be possessed by management and employees. With a good service, it will increase between the management, employees and foreign tourist self-confidence. Then the foreign tourists will be comfortable with service of management and employees in an event. Even though the management and employees need improve both service and English speaking skill in order to get tourists satisfied.

According to the explanation above, the writer interested in making a research about management efforts in improving English speaking skill at *Saung Angklung Udjo*. Finally, the writer decided to take “**An Analysis of Management Efforts in Improving English Speaking Skill to Provide Good Services at *Saung Angklung Udjo***” as the research paper title.

1.2. Research of the Problems

According research background above, the writer will focus on this research smaller in order to make easy in reaching objective of a study. In this study, it will be developed on research of the problems, as follows:

1. How fluent are the English speaking of employees at *Saung Angklung Udjo*?
2. How are the services of employees at *Saung Angklung Udjo*?
3. What efforts have been done by management to improve the employees' English speaking skill?

1.3. Limitation of the Problems

According to research problems that writer mentioned above, the limitation is English speaking skill in terms of fluency aspects also service by employees such as accuracy, stability, speed of reaction and complexity of services at *Saung Angklung Udjo*.

1.4. Objective of the Study

Based on the above questions, then objective in conducting this study are:

1. To know how fluent English speaking of employees at *Saung Angklung Udjo*.
2. To know how are the services of employees at *Saung Angklung Udjo*.
3. To know the efforts have been done by management to improve the employees' English speaking skill.

1.5. Significances of the Study

Generally, the significances study is to expand knowledge of readers by giving information regarding English speaking skill of employees at *Saung Angklung Udjo*. Then there are some significances of the study, as follows:

a. Theoritically

1. This research could be a reference regarding cultural tourism for the students of English Department, Pasundan University Bandung.
2. This research could show that English is very important in supporting our career.
3. This research could increase the knowledge about development of English for daily life.

b. Practically

1. This research could be a reference to increase the ability of employees in using English so that they could give better service in accordance with international standard.
2. This research could raise cultural awareness.