

## Chapter II

# The Management Efforts in Improving English Speaking Skill to Provide Good Services

### 2.1. Management

Many definitions are given to the term management. Amirullah (2004: 7) defines as follows “Management is a process of planning, organizing, leading and controlling the efforts an organization members and using all other organizational resources to active stated goals.”

Solihin (2009: 4) defines management as a planning process, organization, leadership and control of various resources organization to achieve goals effectively and efficiently.

The definition of management can be explained further as follows:

1. Management is a process. This means that all management activities which translated into four functions carried out continuous and everything comes down to achieved goals.
2. Achieving objectives is carried out through a series of activities grouped into management functions also includes planning, organizing, leadership and controlling.
3. Achievement of objectives is carried out effectively and efficiently. Effectiveness shows the achievement of desired goals through a series action taken. While efficient shows achievement goals optimally by using the most resources minimal.
4. Achieving goals is done by utilizing resources owned.

## **2.2. English**

No one denies the importance of English as a global language. It is clear that English has become more dominant around the world. In some countries, English is used as a mother tongue. In addition, many reasons that contributed increasing spread of English, e.g. it is used to communicate with people all over the world. Besides, English is language of science and technology.

There is no doubt that English is communication language between people with different cultures. English is currently used in various fields such as economics, medicine, aviation and tourism. Major tourist destination country like Indonesia would have to use English as the language of instruction for foreign tourists.

According the explanation above, English now is very important to be mastered. Mastery is an ability that can be realized in terms of both theory and practice. A person could be said mastering something if that person understand and comprehend the material also concepts, so they can apply them to new situations.

### **2.2.1. English as an International Language**

Why a language becomes an international language has to do with the number of peoples who speak it. The need for a global language is particularly appreciated by international academic and business communities. By the beginning of 19<sup>th</sup> century, Britain had become world's leading industrial and trading country.

The language has penetrated deeply into international domains of political life, business, safety, communication, entertainment, media and education. Crystal (2003: 3) said,

“To achieve such a status, a language has taken up by other countries around the world. There are two main ways in which this can be done. Firstly, language can be made the official language of a country to be used as medium communication in such domains like government, law courts, media and educational system. Secondly, a language can be made as priority in country’s foreign teaching even though it has no official status. English is now the language most widely taught a foreign language – in over 100 countries such as China, Russia, Germany, Spain, Egypt and Brazil.”

English has already reached this stage. About a quarter of the world’s population is already fluent or competent in English. It is the latter factor which continues to explain world position of English today.

### **2.2.2. The Function of Language**

According to Keraf (1994: 6), there are four functions of language:

#### **1. Self-expression**

Language explains all the implied assertion inside heart. The element that pushed self-expression in order to find people attractive toward us and release ourself from all emotional pressure.

#### **2. Communication**

Language is an access of formulating our purpose. Think out our feeling and make possible to create cooperation with other people. By communicating, we can explain all the feeling and thinking to other people.

#### **3. Integration and Social Adaptation**

All member of society can be united efficiently through language. A member of society could learn step by step all the mores, behavior and etiquette. An individual will trying to adaptation with everybody around through language.

#### 4. Social Controlling

Language influence human behavior. In social controlling, language has a relation with socializations process. The skill language has a relation with process of socialization. The skill language will have advantages for society if used as a tool of communication, develop our ability and influence other people in developing social controlling that wishes.

Language acquisition is one of the few cognitive skills that near enough both common and peculiar to humans. Language is a tool in communication. Human cannot understand each other without language. From that definition, language can be general and influence many aspects in this world. Start from social that means how communicating with other human and interaction in order to involve society.

In education, language becomes one of subject that must to learn. People can express an idea in their head through language. On business and economy, language used in service or anything else that related with it. So the function of language is general in every aspect on this world. The uses of language itself depend on situation.

#### **2.2.3. Four Language Skills**

Language skills are ability in mastering the language. The four language skills are basically an entity that cannot be separated. It means that one component have a close connection and mutual support with others.

Brown (2001: 232) stated that there are four skills in English, as follows:

a. Listening skill

Listening comprehension is the receptive skill in oral mode. When we speak of listening, what really mean is understands.

b. Speaking skill

Speaking is the productive skill in oral mode. It is like the other skills, more complicated than at first and involves more pronouncing words. Interactive speaking situations included face-to-face conversations and telephone calls in which have a chance to ask for clarification, repetition or slower speech from our partner.

c. Reading skill

Reading is the receptive skill in written mode. It can develop independently of listening and speaking skill but often along with them especially in societies with a literary tradition. Reading can help build vocabulary that listening comprehension at the later stages particularly.

d. Writing skill

Writing is the productive skill in written mode. It is more complicated than at first and often seems to be the hardest skill even for native speakers since involves not only a graphic representation of speech, but also development presentation of thoughts in structured way.

In four language skills, writing is always placed at the end after listening, speaking and reading. Although it always written at the end, does not mean that is

writing not important in language skills. On writing, all of the elements language skills should be concentrated in order to get good result. So it can be concluded that all language skills are important and should mastered.

#### **2.2.4. English Speaking Skill**

Speaking skill is one of manner interaction with people in social community. According to Gower (1995: 99-100) note down that from communicative point of view, speaking has many different aspects including in two major categories: accuracy is involving the correct use of vocabulary, grammar and pronunciation practiced through controlled also guided activities.

Fluency considered being the ability to keep going when speaking spontaneously. Moreover, accuracy is ability to produce correct sentences using grammar and vocabulary. Fluency is the ability to read, speak or write easily, smoothly and expressively. In other word, the speaker can read, understand and respond language clearly also concisely while relating meaning and context.

Besides that, according to Heaton (1998: 100), there are four components in speaking skill. The components are fluency, vocabulary, accuracy and comprehensibility. The signs fluency included a reasonably fast speed of speaking and only small number pauses and “ums” or “ers”. These signs indicate that speaker does not have to spend a lot of time searching for language items needed express the message. Therefore, fluency is the extent to which speakers use language quickly and confidently with few hesitations or unnatural pauses, false starts and word searches.

Then, according to Coombe (2010: 113), vocabulary is an essential building block of language and it makes sense to be able measure learners' knowledge also use it. It also means the appropriate diction which is used in communication. Without vocabulary, learners cannot communicate effectively or express their ideas through speaking.

Comprehensibility is considered an element of language control. Lack of language control is sow as errors in speech or writing that generally block comprehensibility. It means that comprehensibility is related to how understandable the speech of speaker. In other word, the lower comprehensibility of a speech it's more difficult speech to understand.

### **2.3. Service**

Service is a process of interaction between someone who seeks and wants to meet their needs. There are between customers, guests, clients, patients, officers or employees.

First, we must understand the definition of a word service itself. Service is an action taken to fulfill the wishes of customer for a product they need. This action is carried out to give satisfaction the customer fulfill what they need.

According to Zeithaml & Bitner (1996: 5) services are deeds, processes and performances. So, service is relations with guests in business transactions between buyers, sellers or employees. Buyers or guests buy the treatment, politeness, warmth and friendship they need from people who serve it. Thus the need is related to guest satisfaction.

According to CEOpedia, the basic criteria of hospitality services quality are:

1. Accuracy.
2. Stability.
3. Speed of reaction within the specified requirements.
4. Complexity of services.

## **2.4. The Overview of *Saung Angklung Udjo***

### **2.4.1. *Saung Angklung Udjo***

*Saung Angklung Udjo* is a cultural tourism destination and complete education because it has performance arena, bamboo handicraft center also workshop for musical instruments. Besides that, the presence *Saung Angklung Udjo* in Bandung became more meaningful because of his concern to continue preserve also develop Sundanese culture through means education and training.



Source: [angklungudjo.com](http://angklungudjo.com) , 2019

**Picture 2.1**  
**The logo of *Saung Angklung Udjo***

### **2.4.2. Art Performance**

#### **2.4.2.1. Bamboo Performance**

The performance will show everyday at 15.30 – 17.00. The show contains a number of spectacular short appearances, such as: *Wayang Golek* (*Golek* puppet



demonstration), *Helaran* ceremony, traditional dance, beginner *angklung*, orchestra, mass and *Arumba*. At the end of show, audience will be invited to dance with children. The evening bamboo show was developed from a concept of *Kaulinan Urang Lembur* created by Udjo Ngalagena.

#### **2.4.2.2. *Angklung* Workshop Package**

This program provides an opportunity for participants to make their own *angklung* and will be played in the show *Kaulinan Urang Lembur – angklung* that has been made can be brought home as a souvenir.

#### **2.4.3. The Mission**

Indonesia is a country that rich in beautiful and diverse cultures. *Saung Angklung Udjo* has a mission to preserve Sundanese culture and provide information about Sundanese culture to visitors.

*Saung Angklung Udjo*'s missions are:

- a. Participate actively in cooperating with the surrounding community in developing and preserving West Java arts and culture through artistic performances both at domestic and international.
- b. Provide a vehicle for Indonesian and foreign people to be able to watch, learn and appreciate *angklung* art.
- c. Produce and develop quality *angklung* art equipment.

#### **2.4.4. Tickets**

- Domestic Ticket

Weekday: Children : Rp. 50.000,-

Adult : Rp. 70.000,-

Weekend: Children : Rp. 55.000,-

Adult : Rp. 75.000,-

- International Ticket

Weekday: Children : Rp. 70.000,-

Adult : Rp. 110.000,-

Weekend: Children : Rp. 80.000,-

Adult : Rp. 120.000,-

#### **2.5. Tourist**

The word tourist comes from Sanskrit. The “tourist” word means trip is added with suffix “*wan*” which person whose take a tour. In English, people do the trip is called a traveler whereas people who travel for destination called tourist.

A tourism area will live or develop if it has tourists. Many or few tourists visiting can be a good indicator of whether a place is. According to Suwanto (2004: 4) the limits regarding tourists on a way general, “visitors is everyone who comes to a country or another place of residence and with specific intention expect do work that receives wages”. So there are two categories regarding designation visitors, namely:

- 1) Tourists are visitors who live temporarily at least 24 hours in a country.

Travelers with the intention of traveling tours can be classified into:

- a) Cruise (leisure) for recreational, fused, health, study, religion and sports.
  - b) Relationship, trade, relatives and so.
- 2) Travelers (excursionist) are temporary visitors who live in a country visited less than 24 hours.

From the description above can be concluded that tourists are people who travel from a place of residence to another by enjoying trip and visit both for traveling purpose. Many foreigners who came to a country but they were not necessarily doing it tour. Some of them work and travel. Foreigners who can be considered as tourists, according to Yoeti (1996: 82) had the following characteristics:

- 1) Those who travel for pleasure reasons family, health and recreation.
- 2) Those who travel for the purposes of meetings or certain tasks (science, government assignments, diplomacy, religion and sports).
- 3) Those who travel for business purposes.
- 4) Those who arrive on the course of a boat trip though living in a country less than 24 hours.

From the description above, it was concluded that tourists are each people who travel residence to other places with enjoy trip and visit both for purpose of traveling or work.

## **2.6. Tourism**

Etymologically, the word “tourism” comes from Sanskrit namely “*pari*” which means a lot and “travel” which means travel or to. So, tourism means trips that are carried out many times or drive around.

According to Suwanto (2004: 3), the term tourism is closely related to meaning of travel as a change residence place while someone outside his stay for reason and not conducting activities produce wages. Thus it can said that travel is a journey carried out by someone or more with aim of getting pleasure and fulfill the desire to know something.

According to Spillane (1987: 20), tourism is conducting activity travel with the aim of bringing pleasure, seeking satisfaction, something also improve health, enjoy sports or take a break, perform tasks, make pilgrimages and others. Furthermore, according to Yoeti (1996: 114), tourism is a number of activities especially which has to do with directly economy related the entry of foreigners through traffic on particular country, city and area.

From several opinions above, it can be concluded that tourism is a trip temporarily done held from one place to another with intention not try (business), make living in place visited but solely enjoy the trip for sightseeing and recreation or fulfill diverse desires.

## **2.7. Culture**

According to Kusdi (2011: 12), culture comes from Sanskrit namely *buddhayah* which is the plural form of *buddhi* is interpreted as matters relating to mind and human

reason. It seems to emphasize aspects collectively that culture is the work of an intellect number and not only one individual mind. In English, culture comes from the Latin word *colere* which is managing and do. It also can be interpreted as managing land or farming.

An anthropologist, Koenjtaraningrat (2002: 203) explained that culture has seven elements, including: (a) language, (b) knowledge, (c) social organizations, (d) living equipment and technology, (e) living livelihood, (f) religious and (g) arts.

Sihombing (2012: 11) explained that Indonesian culture consisting of tribes which is also a synthesis various diverse cultural around 200 more like Javanese, Sundanese, Batak, Minnang and others.

The definition according to some experts above illustrates that all actions carried out by humans are cultures. It can be concluded that culture is a social system cannot be separated from social life built by ideas, thoughts also inheritance which the basis for humans to think, act and behave.

## **2.8. *Angklung***

*Angklung* is a whole traditional musical instrument body parts made of bamboo. The origin of word *angklung* according to Kubarsah (1994: 58) comes from words number (tone) and *lung* (broken / lost). Sound produced in such a way that comes from the turbulence between tubes. Bamboo is arranged vertically with a tube used as a support. The sound source of this instrument is located on bamboo hole that had been grabbed dragged into section his body.

There is no clear source for when musical instruments *angklung* appears.

However, Prier (1991: 18) states that:

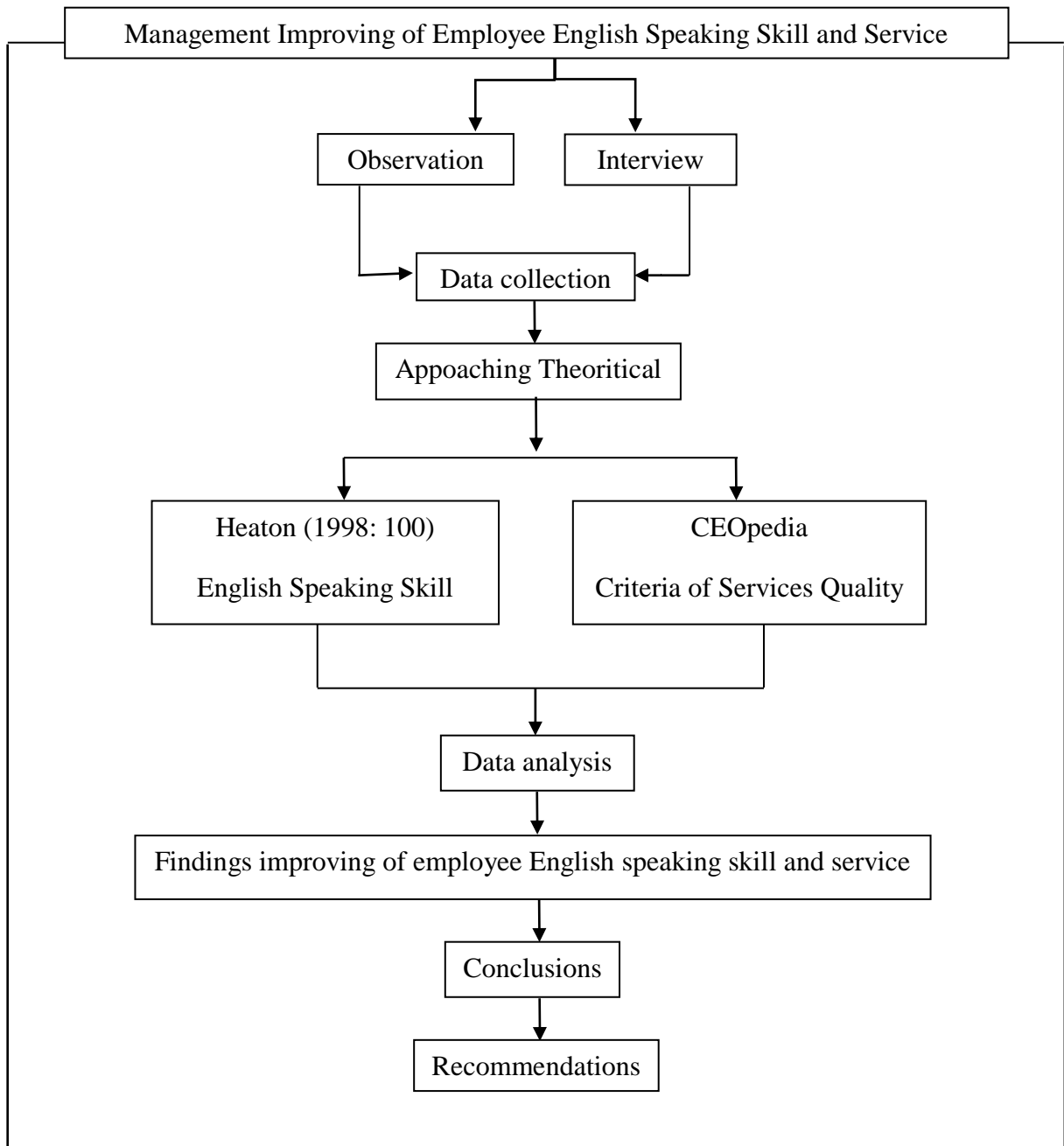
“When the Hindus came to Java, they had found various musical instruments. In temple reliefs Borobudur has local musical instruments imports from India are drum including the ground with only one side skin, *kledi*, flute, *angklung*, tool no such kind of hobo, xylophone (shape is half *calung*), *sapek*, *sitar*, harp with 10 strings, bells from bronze in various sizes, gongs, *saron* and *bonang*.”

At this time, most *angklung* arts exist only served for entertainment need even though in the past has been used as a ritual. *Angklung* is also often associated with public trust and rice. The rice planting ritual aims to give thanks and appreciate figure of Nyi Pohaci Sanghyang Asri by the Kanekes (community group Sundanese) because it is believed that his role has an effect on continuity their life cycle.

## **2.9. Framework of Thought**

Framework of thought is a diagram that describes in outline the logic flow goes to study. According to Sugiyono (2009: 91), “*Kerangka berpikir merupakan model konseptual tentang bagaimana teori berhubungan dengan berbagai faktor yang telah diidentifikasi sebagai masalah yang penting*”. (Framework of thought is conceptual model about how the theory relates with various factors that have been identified as an important problem).

The principal problems that must be answered in this study are about English speaking skills of employees at *Saung Angklung Udjo*. For this purpose, it is built framework of thought and analytical models such shown as below:



**Graphic 2.1**  
**Framework of management improving employees' English speaking skill and service**