

Chapter II

English Communication Skills of Local Tour Guide

2.1 Definition of Language

Language is the ability possessed by humans to be able to communicate or interact with others by making sounds, or words. According to Sapir (1921: 6), language is a purely human and noninstinctive method of communicating ideas, emotions and desires by means of voluntarily produced symbols. After knowing the definition of language above, we should know what foreign language is, because it is important for us if we want to have a conversation with foreigners. According to Schmidt (2010: 206),

foreign language is a language which is not the native language of large number of people in a particular country or region, is not used as a medium of instruction in school, and is not widely used as a medium of communication in government, media, etc. Foreign language are typically taught as school subjects for the purpose of communicating with foreigners or for reading printed materials in the language.

After knowing the definition of foreign language, then we should know what the function of foreign language is. According to Littlewood (1984: 3), a language has social functions within the community where it is learnt (e.g., as a lingua franca or as the language of another social group), whereas a “foreign” language is learnt primarily for contact outside one’s own community.” Based on the state of Littlewood, mastering of foreign language, as a second language is important to be

able to communicate or interact with foreigners. After knowing the function of foreign language, we should have the ability to use the language well. According to Depdikbud (Ministry of National Education) (2005: 3), is “*sejauh mana seorang individu menguasai simbol dan arti bahasa,*” the extent to which an individual controls the symbols and the meaning of the language. To have the ability in using a language, we could get the knowledge through education such as school, training such as language course, or based on experience such as traders in Bali speak English fluently because many international tourists come visit Bali every day. They often have a conversation with them, so they are get used to it.

That is necessary to use a second language for formal event, especially by people who works in the tourism industry. As we know, tourism in Indonesia is in progress, so it is very important for us for improving our foreign language, because tourists who comes to Indonesia are not only local tourists, but also foreign tourist. We should make the foreign tourist feels like home, was one of the reasons why we should learn English. As we know, the function of language is for communication, without understanding foreign language we would never reach the good communication, because we cannot understand what they say. A good communication would never built, because we cannot understand each other. Furthermore, if we are a businessperson, but we do not have an ability to speak foreign language, we would only leave a bad impression with our client or guest. We must have good language skills, mastering various languages, especially for English. Since English is a language that used internationally, inevitably we must at least be able to use English for communication with clients in daily. As a tour guide, surely

we must have the ability of language skills, because we will face the tourists every day, not only local tourists but also foreign tourists.

2.1.1 Language Variety

Language variety is the use of language according to the user, the topic discussed, or by the relation of the speaker such as student and teacher. Meanwhile according to Chaer and Agustina (2010: 61), language variety such as variation in terms of speaker, variation in terms of utilization, variation in terms of formality, and variation in terms of facilities. According to Suwito (1982: 20-21) there are two factors causes language variations,

“faktor kebahasaan (linguistic) dan faktor di luar kebahasaan (non-linguistic). Faktor nonlinguistik dapat berupa faktor sosial dan faktor situasional. Faktor sosial berupa status sosial, umur, jenis kelamin, kemampuan ekonomi, dan sebagainya. Faktor sosional meliputi siapa yang berbicara, dimana, kapan, mengenai apa, dan menggunakan bahasa apa,” there are linguistic factors and non-linguistic factors. Nonlinguistic factors can be social factors and situational factors. Social factors in the form of social status, age, gender, economic ability, and many more. The social factors include who speaks, where, when, about what language and what language.

The following of language variations as follow;

a. Language variation in terms of speaker

1. Dialect

The first variety of language based on the speaker is dialect. According to Chaer and Agustina (2010: 63) dialect is *“variasi bahasa dari sekelompok penutur yang jumlahnya relative, yang berbeda pada satu tempat , wilayah, atau area*

tertentu,” language variety of a group of speakers whose numbers are relative, which differ in one place, region, or certain area.

Examples of Dialect:

- A Northern American might say, “hello.”
- A Southern American might say, “howdy.”
- Bagaimana ini? (Bahasa Indonesia standar)
- Macam mana? (dialek Sumatra Utara)

Some people think dialect is an accent, but that is certainly different.

According to Crystal (2014: 15),

Accents have to be distinguished from dialects. An accent is a person’s distinctive pronunciation. A dialect is a much broader notion: it refers to the distinctive vocabulary and grammar of someone’s use of language. If you say *eether* and I say *iyther*, that’s accent. We use the same word but pronounce it differently. But if you say I’ve got a new *dustbin* and I say I’ve gotten a new *garbage can*, that’s dialect. We’re using different words and sentence patterns to talk about the same thing.

2. Sociolect

Chaer and Agustina (2010: 64), “*sosiolek juga disebut dengan dialek sosial yaitu variasi bahasa yang berkenaan dengan status, golongan, dan kelas sosial para penuturnya*,” Sociolect also called the social dialect, which is a variety of languages with regard to the status, class, and social class of the speakers.

3. Idiolect

According to Chaer and Agustina (2010: 62), idiolect is “*variasi bahasa yang bersifat perseorangan. Menurut konsep idiolek, setiap orang mempunyai variasi*

bahasanya atau idioleknya masing-masing. Variasi idiolek ini berkenaan dengan “warna” suara, pilihan kata, gaya bahasa, susunan kalimat, dan sebagainya,”

Idiolect is an individual language variety. Based on the idiolect concept, each person has a variety of languages or their respective idiolects. This idiolect variety relates to the "color" of the sound, diction, language style, phrase, and many more.

4. Temporal Dialect

The last variety of language according to the speaker is temporal dialect or *kronolek*. According to Chaer and Agustina (2010:64), *kronolek* is “*variasi bahasa yang berkenaan dengan status, golongan, dan kelas sosial para penuturnya,*” language variety related to status, class, and social class of the speakers.

b. Language variation in terms of utilization

According to Nababan (1984: 68), language variation in terms of utilization is “*variasi bahasa berkenaan dengan penggunaannya, pemakaiannya, atau fungsinya disebut fungsiolek, ragam, atau register.*” Language variation in terms of utilization is called function dialect, they are called style or register. For examples is a language used for journalistic, military, education, science, economy, commerce, and agriculture.

c. Language variation in terms of formality

According to Martin Joos in Chaer and Agustina (2010: 70), he divided language into five styles languages, they are language style of frozen, language style

of formal, language style of consultative, language style of casual, and language style of intimacy.

d. Language variation in terms of facilities

According to Chaer and Agustina (2010: 72), “*variasi bahasa dapat pula dilihat dari sarana atau jalur yang digunakan. Dalam hal ini dapat disebut adanya ragam lisan dan ragam tulisan atau juga ragam dalam berbahasa dengan menggunakan sarana atau alat tertentu, yakni, misalnya, dalam bertelpon dan bertelegraf.*” Language variations can be seen in terms of facilities. In this terms there are oral and written style or also in language style uses facilities or tool, that is in call or telegraph.

2.2 Definition of Communication

Language and communication has a relation. Language became a tool of communication, without that, communication will not exist. Communication is how people interact with others to express how they feel, or to show the emotions with words. Meanwhile according to Wood (2008: 3), communication is a systemic process in which people interact with and through symbols to create and interpret meanings. According to Siahaan (1990: 3) “*komunikasi adalah proses transmisi dalam memaknakan simbol-simbol diantara individu,*” communication is the transmission process in interpreting symbols among individuals. Besides the definition above, humans can also communicate in many ways such as using

symbols, for example the symbols that we have recognized as the symbol of the traffic letter P that are crossed out explain no parking. Aside from that, we can also communicate through works of art such as paintings that describe the feelings of the painter, or even using body language. There are many definition of communication, and according to Devito (2017: 61), communication refers to the act, by one or more persons, of sending and receiving messages that are distorted by noise, occur within a context, have some effect and provide some opportunity for feedback.

2.2.1 Types of Communication

There are two forms of communication used, namely verbal and nonverbal communication.

a. Verbal Communication

According to Devito (2013: 107), verbal messages are those sent with words. The word verbal messages consist of both oral and written words. Verbal messages do not include laughter; vocalized pauses you make when you speak, such as “er”, “um”, and “ah”; or responses you make to others that are oral but do not involve words, such as “ha-ha”, “aha”, and “ugh!”.

Based on the above definition, verbal communication is a form of education that is convey through writing and oral. As for examples of verbal communication, such as reading newspapers, reading magazines, and talking. However, in verbal form, verbal communication does not include laughing, or pauses that you make such as "um".

There are some elements of verbal communication, as follow;

1. Voice Tone

Voice tone is the way a person is speaking to someone. Tone of your voice is important when you speak with others, according to the researcher at California University having a charismatic tone is more important than the words you speak, because voice of tone can affect how people respond to them.

2. Voice Speed

Voice of speed is an important things in communicating. The speed of your voice is the factor in how audience perceive the meaning of your words.

- When you speaking fast can convey you are excited or agitated feel.
- When you speaking slow can convey a steady, or reliable feel.
- When you speaking very slow can let someone know that you are either tired or bored.

3. Voice Volume

Voice volume is how loud or soft someone's voice. By raising or lowering volume, it can create an emphasis.

4. Language

Language is the method that human used for communication. Language always be an important source in communication. Language can express your feelings or thoughts to someone, and the most important thing is the person you are talking to can understand the language you used.

5. Vocabulary

According to Hornby (1995: 959), vocabulary is the total number of words in a language. From the explanation above, vocabulary is essential for successful second language, because it plays an important role in the formation to complete your speaking words.

6. Grammar

According to Harmer (2001: 12), grammar is the description of the ways in which words can change their forms and can be combined into sentences in the language. Grammar is important because it is a construction of sentence. Without grammar, someone have the difficulties in understanding the meaning of written or spoken words.

In verbal communication, speaking is the most important part, because we need to talk to everyone. There are many ways to improve speaking skill, especially when using English. One of them is using a media, such as audio media, visual media, and audio-visual media.

a. Audio Media

Audio media is a media that is using a sound. In this case, we deliver the message through the sound. The example of audio are audiotapes, radio, cassettes, compact disk (CD), mp3, etc. According to Griffie (2001: 39), teaching English using song has many advantages in improving their pronunciation and also gives the knowledge about the differences between pronouncing in British and American. By using a song, it can improve the pronunciation, vocabulary, and fluency.

b. Visual Media

Visual media is a media that using an image. The example of visual media are flascard, pictures, sketch, and more.

c. Audio-visual Media

Audio-visual media is a combine from audio and visual component. The example of audio-visual media are movie and video. The advantages of using movie as a media can improve the pronunciation, vocabulary, listening, and speaking skill.

b. Non-Verbal Communication

In addition to verbal communication, type of communication, which related to the business, is nonverbal communication. This type of communication can determine a person's credibility and leadership. As for the understanding of nonverbal communication according to Devito (2013: 138) is communication without words. You can communicate nonverbally when you gesture, smile or frown, widen your eyes, move your chair closer to someone, wear jewelry, touch someone, raise your vocal volume, or even when you say nothing.

There are some elements of nonverbal communication, as follow

a. Body Gestures

Body gesture is a nonverbal communication in physical behaviors as opposed to words. The examples of body gestures are, emblems (OK sign, peace, come here, go away, and many more), illustrator (circular hand movements when talking of a circle), regulators (nod your head, purse your lips, adjust your eye focus), adaptors

(unintentional movements that usually go unnoticed), gestures and cultures (gesturing with the thumb up would be rude in Australia).

b. Body Appearance

According to Sheppard and Strathman in Devito (2013: 145), the body communicates even without movement. For example, others may form impressions of you from your general body build; from your height and weight; and from your skin, eye, and hair color.

c. Facial Communication

According to Ekman, Friesen, and Ellsworth in Devito (2013: 146) facial movements may communicate at least the following eight emotions: happiness, surprise, fear, anger, sadness, disgust, contempt, and interest.

d. Artifactual Communication

According to Devito (2013: 159), artifactual communication consists of messages conveyed by objects that are made by human hands. Thus, aesthetics, color, clothing, jewelry, and hairstyle, as well as scents such as perfume, cologne, or incense, all are considered artifactual.

2.3 Definition of Tourism

Tourism is the activity did by people for holiday. People would visit the place for hours, days, or even weeks. Whereas according to the World Tourism Organization (UNWTO) uploaded on 2010 explain that tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes. There are three elements in tourism, they are attraction, amenities, and accessibility.

1. Attraction

Attraction is what make tourist wants to visit a place. According to Smith (2013: 14), attractions are an extremely important part of the tourism industry and are the driving force behind much of the development that has taken place in a variety of destination.

2. Amenity

Amenity is any facilities that tourist could use, such as restaurants, hotels, souvenir shops, toilets, and any other. Amenity could help the tourism industry, because it gave the facilities that do not include in a package tour or in accommodation.

3. Accessibility

Accessibilities in tourism such as station, airport, parking area, and others. A tourist attraction that do not have a good accessibility would have difficulties to develop. Nevertheless, if we want to travel or holiday we could rent a package tour

from travel agent. It will facilitate us in travelling. We do not have to change other public transportation to come to the tourist attraction.

A package tour according to Yoeti (2001: 112) is,

“paket wisata adalah suatu perjalanan wisata yang direncanakan dan diselenggarakan oleh suatu travel agent atau biro perjalanan atas resiko dan tanggung jawab sendiri, yang acara lamanya waktu wisata, tempat-tempat yang akan dikunjungi, akomodasi, transportasi, makanan dan minuman telah ditentukan oleh biro perjalanan dalam suatu harga yang telah ditentukan jumlahnya,” a tour package is a tour that is planned and organized by a travel agent or travel agency at their own risk and responsibility for the event, the length of time the tour and places to visit, accommodation, transportation, and food and beverages has been determined by the travel agency at a predetermined price”.

2.3.1 Definition of Tourist

Tourist is the person who did the traveling to a country for temporary.

According Yoeti (1996: 123),

“wisatawan merupakan seseorang tanpa membedakan ras, kelamin, bahasa, dan agama, yang memasuki wilayah suatu negara yang mengadakan perjanjian yang lain dari pada negara dimana orang itu biasanya tinggal dan berada di situ tidak kurang dari 24 jam dan tidak lebih dari 6 bulan, di dalam jangka waktu 12 bulan berturut-turut, untuk tujuan non imigrasi yang legal”. Tourists are someone without distinguishing race, sex, language, and religion, who enter the territory of a country that has another agreement from the country where the person usually lives and is there no less than 24 hours and no more than 6 months, within 12 consecutive months, for legal non-immigration purposes.

Tourists are divided into two, namely local tourists (domestic) and international (foreign) tourists. According to Pendit (1994: 39),

1. “*Wisatawan Internasional adalah orang yang melakukan perjalanan wisata diluar negerinya dan wisatawan didalam negerinya.*” International tourists are people who travel abroad and tourists in their country.
2. “*Wisatawan Nasional adalah penduduk Indonesia yang melakukan perjalanan di wilayah Indonesia diluar tempatnya berdomisili, dalam jangka waktu sekurang-kurangnya 24 jam atau menginap kecuali kegiatan yang mendatangkan nafkah ditempat yang dikunjungi.*” National Tourists (Domestic) are Indonesian residents who travel in the territory of Indonesia outside of their domicile, in a period of at least 24 hours or stay except activities that bring livelihood to the place visited.

2.3.2 Definition of Travel Agent

Travel agent is a business in tourism industry, they promoting the tourist destinations, and giving the service to the tourist during the trip. According to Yoeti (2003: 58), “*biro perjalanan (Travel) adalah suatu perusahaan yang memperoleh pendapatan dan keuntungan dengan menawarkan dan menjual produk serta jasa-jasa pelayanan yang diberikannya kepada pelanggannya,*” travel agent is a company that earns income and profits by offering and selling products and services provided to its customers.

In addition, according to Yoeti (2003: 59) travel agent has several roles, as follows:

- 1) *Pengurusan dokumen perjalanan* (Arranging travel documents).
- 2) *Ticketing (penjualan tiket pesawat domestik dan internasional)* (domestic and international flight ticket sales).

- 3) Hotel Reservation (*dalam dan luar negeri*) (domestic and foreign).
- 4) *Agen perjalanan kapal pesiar, charter flight, kapal laut dan kereta api* Cruise ship travel agents, charter flights, ships and trains.
- 5) *Paket wisata untuk dalam dan luar negeri* (Tour packages for domestic and foreign).
- 6) Escort services (*jasa mengiringi*).
- 7) *Jemput dan antar tamu dari dan ke bandara* (Pick up and between guests from and to the airport).
- 8) *Pelayanan Umroh, Ibadah Haji dan perjalanan rohani lainnya* (Umrah services, Hajj services and other spiritual journeys).

In a travel agent, they need a tour guide or tourist guide. Tourist guide is someone who provides the information for the trip, and giving service to the tourist. According to World Federation of Tourist Guide Association (2003) defines a tour guide as a person who guides visitors in the language of their choice and interprets the cultural and natural heritage of an area which person normally possesses an area-specific qualification usually issued and or recognised by the appropriate authority. The duty of a guide must also take care of tourists during the trip, so that they do not get lost, or give them information about the conditions of the tourist attractions to be visited, such as this tourism spot crowded with people, always pay attention to your bag, wallet, take care of your children, or any important information others. The tourist guide is included in the tour package.

There are a number of things of a tourist guide or tour leader must have, because the tourist guide will connect with people every day, surely a tour guide must always pay attention to they appearance.

According to Yoeti (2013: 11) things that must be considered are:

1. Good Appearance

Had a face and an interesting and convincing appearance

2. Professional

Knowing there were assignments to his responsibilities without the help others.

3. Mastering Foreign Language

Fluent using guest or travelers who picked up or minimum, ushering in United Kingdom language fluently.

4. Friendly

Friendly and wise in acting and taking decision.

5. Clean

Mess dress and using the identity of the company represented that it is the authorized officer.

2.4 The Overview of Pakar Holiday

2.4.1 Pakar Holiday

Pakar Holiday is one of the branch from PT. Pakar Internusa Travelindo, was established in early 2015 in Bandung, Pakar Holiday is one of the companies engaged in Travel Services by prioritizing the best services for each package offered. Pakar Holiday become the best and trusted partner for tourist trips that serve various tourist destinations for individuals, groups, incentive tours and vehicle rentals. Providing professional services with friendly prices and a pleasant trip Pakar Holiday here to make travel trips to various destinations. Pakar Holiday aslo provided website that everyone can access, that is www.pakarholiday.com.

Since it was build, the company continues to grow to be able to compete with other companies. Therefore, this company could become a company that has the best quality and become a travel agency that could competete nationally and even internationally. Pakar Holiday Bandung provides a variety of traveler needs such as cheap Bandung rent transportion and provides a tour package. The purpose of Pakar Holiday Bandung is to provide Bandung Tourism Packages for travelers who want to see and feel tourist attractions in Bandung. In addition, Pakar Holiday also provide hotels, and rent for transportation.

- **Pakar Holiday's Logo**



Picture 2.1 Pakar Holiday's Logo

- **Pakar Holiday's Vision and Mission**

Vision

Menjadi Biro Perjalanan Wisata yang mampu menjawab dan memenuhi kebutuhan konsumen dalam memberikan pelayanan wisata baik dalam bentuk paket atau pun rental kendaraan, menjadi mitra yang terpercaya terbaik dan menjadi mitra yang utama bagi pihak mana pun.

Becoming a Travel Agent that is capable to answer and meet consumer needs in providing personal services in the form of packages or transportation rent, being the best and trusted partner and being the main partner for anyone.

Mission

- 1. Menghadirkan paket perjalanan wisata yang menarik dan penyewaan transportasi yang mudah*
- 2. Komitmen pelayanan terbaik, professional, bersahabat bagi setiap pelanggan dengan senantiasa memperhatikan kepuasan pelanggan sebagai dasar pelayanan.*

3. *Mengembangkan usaha pariwisata Indonesia, khususnya Jawa Barat dan sekitarnya.*

1. Providing fascinating tour packages and accessible transportation rentals.
2. The best service commitment, professional, friendly for every customer by always paying attention to customer satisfaction as the basis of service.
3. Developing an Indonesian tourism, especially for West Java and its surroundings.

- **Pakar Holiday's Tagline**

Service is Our Strength, Travel is Our Passion

2.4.2 Package Tour

Package tour is a product made by travel agent and offered to tourists. The package includes accommodation, the entrance ticket to the tourist attractions, or the package could be made according to the tourist.

Example of tour packages offered by Pakar Holiday;

- Paket Wisata Singapore and Malaysia 4D3N
- Jasa Travel Bandung Drop Bandara
- Paket Wisata Kawah Putih Ciwidey
- Wisata Rombongan Tangkuban Perahu

Besides serving tourists who visit Bandung, Pakar Holiday also serves domestic tourists who want to vacation abroad.

2.4.3 Transportation Rental

Car rent or transportation rent is a provider of transportation rental services of a daily rental, the utilization of this car rental developed as a breakthrough for the people or companies that do not have transportation equipment that will be use for operations. This is effective for companies because they do not need to incur additional costs for maintaining transportation equipment. There are some examples of rental transportation services by Pakar Holiday such as;

- *Jasa Travel Bandung Drop Bandara* (Bandung Travel Agency)
- Shuttle Airport Bandung
- Sewa Mobil Murah Bandung (Bandung Affordable Car Rental)
- Bus Pariwisata Bandung Murah (Bandung Affordable Bus Rental)