

Chapter One

Introduction

This chapter explains some details that connect to the topic of the research. It covers background of the research, statement of the research, research question, objective of the research, and significant of the research.

Background of the Research

Every country has different ways to improve its economy. Some countries compete to offer various things owned by those countries, such as recovering their natural resources, increasing the quality of human resources, increasing the number of people in business, opening new jobs, increasing investment, increasing the value of exports, and improving exports infrastructures. As a developing country, Indonesia should improve the economy to prosper the citizen. Indonesia has lots of things that it can present to the world. As a country, Indonesia has diversities in culture, race, tribe, trust, religion, and language. Those things can improve the economy of Indonesia if the government can utilize them. The government can introduce Indonesia as a unique attraction. It makes sense if Indonesia especially has lots of historical tourism. There are some strategies to attract foreign tourists; besides improving the historical tourism itself, the government is trying to improve the quality of human resources who work at historical tourism. Some staff and employees work at historical tourism such as

tour guide. The tour guides must have suitable qualifications, primarily when they serve the foreign tourists.

One of the qualifications to hire new tour guides is their mastery of the English language. The tour guide will serve the foreign tourists in English, so they should become fluent in English. It is the same when the foreign tourists are not English native speakers, so the tour guides should become fluent in their languages. The tour guide explains the information related to the historical tourism they promote. Timthong and Kongsom (2018) argued that intercultural communication skills are essential for a tour guide career as intercultural professional tour guides can earn a lot in feedback and increase the number of frequent customers in the future.

That is why the tour guides should have competencies, both in language competence and communication competence. To get those communication competencies, the tour guide needs to practice. The things about exercises and activities, most people accept that a book offers a range of practical and mechanical exercises and activities to practice language objects and competencies. According to Satriani, Bhuana, and Fuzia (2017), there is also a strong language material in a book, and it offers a decent social and cultural sense. Xamaní (2015) stated that even though mature people (learners) may have their communication competence developed proficiently in a second language, it is possible if they have difficulties in reaching a native-like level in terms of grammar, diction, and accent. On the other side, Bahang, Wello, and Akil (2018) stated that

communication is a mechanism where signs and symbols convey meaning. Thus contact consistency depends on the different signals and symbol systems used. This theory exposes the void wherein intercultural communication of the intermediate language (lingua franca) occupies a significant role.

The relationship between language and culture is also essential to be explained. Ekayati and Saniaty (2018) found that language and culture's intrinsic relationship is generally understood. Still, the forms in which the pattering of communicative actions and other cultural structures interrelate are of interest to the development of general communication theories and the definition and study of communication within particular speech cultures.

Many foreign tourists, decided to visit Indonesia as their destination before the pandemic. According to Kementerian Pariwisata dan Ekonomi Kreatif / Badan Pariwisata dan Ekonomi Kreatif Republik Indonesia, foreign tourists visiting Indonesia through all entrances in December 2019 totaled 1,377,067 visits or decreased by 2.03% compared to December 2018, which amounted to 1,405,554 visits. Based on nationality, the number of foreign tourist visits in December 2019 at 26 main entrances recorded the highest number of visits, namely: Malaysia with 239,783 visits, Singapore with 207,263 visits, China with 154,175 visits, Australia with 125,624 visits, and Timor Leste with 106,643 visits. Meanwhile, the growth in the number of foreign tourists in December 2019 at 26 main entrances when compared to December 2018 recorded the highest growth, namely Vietnam at 52.86%, the United Arab Emirates at 41.19%, Russia at

31.35%, South Africa by 23.38%, and Papua New Guinea by 21.02%. According to Badan Pusat Statistik Provinsi Daerah Istimewa Yogyakarta, the number of foreign tourists to the Special Region of Yogyakarta through the Adisutjipto entrance in July 2019 rose 57.57 percent compared to the number of visits in June 2019, from 6,684 visits to 10,532 visits. Meanwhile, compared to July 2018, the number of foreign tourist visits in July 2019 decreased by 22.80 percent. The significant number of foreign tourists makes the government need to improve their tourism facilities, especially human resources.

After the pandemic, there was a decrease in the number of foreign tourist visits. According to Kementerian Pariwisata dan Ekonomi Kreatif / Badan Pariwisata dan Ekonomi Kreatif Republik Indonesia, foreign tourists visiting Indonesia through all entrances in 2020 totaled 4,052,923 visits or decreased by 74.84% compared to 2019, which amounted to 16,108,600 visits. Foreign tourist visits at 3 (three) main gates of the 26 main entrances in 2020 compared to December 2019, namely: Ngurah Rai decreased by 83.02%; Soekarno-Hatta decreased by 82.01%, and Batam decreased by 84.84%. Based on nationality, the number of foreign tourist arrivals in 2020 at all entrances recorded the highest number of visits, namely: Timor Leste with 994,590 visits, Malaysia with 980,118 visits, Singapore with 280,492 visits, Australian 256,291 visits, and China with 239,768 visits. Badan Pusat Statistik Provinsi Daerah Istimewa Yogyakarta, in April 2020, revealed that there were no foreign tourist visits to D.I. Yogyakarta through the Adisutjipto entrance. That is due to the government's policy regarding

the prohibition of visiting or transiting foreign nationals to Indonesia since April 2, 2020.

In this case, the foreign tourist needs to translate the information regarding the kinds of tourist destinations. One of the purposes of visiting tourist destinations by foreign tourists is to know behind of the story of that tourist destination. The researcher finds out that there are guides who serve foreign tourists and guides who serve local tourists. The fact that in this kind of environment, the tour guided experienced some cases like misunderstanding, or even language barrier. It means that local tour guides, as non-native speakers, should be fluent in a foreign language when communicating with foreign tourists as native speakers. Therefore, the researcher is fascinated in investigating the problems related to the tour guide's communication strategy.

Statement of the Problem

The things could be happened between the tour guides and foreign tourists during communication, such as language barrier or misunderstanding, or even get some obstacles of it. In investigating which obstacles and communication strategies, the researcher observed the tour guides who have work at historical tourism in Yogyakarta. The selected tour guide is a guide who serves foreign tourists. They communicate with foreign tourists using English. This research focuses on their communication strategies because most of them use English when helping foreign tourists. There is a specific list of methods in the tourism sector that will not find in the other sectors. If the tour guide has strategies, it will

help them when they communicate with foreign tourists. The foreign tourist will understand what the tour guide gives information. Therefore, it says that what can face the tour guide the problems in communication.

Research Question

To find out the problems in strategy of communication faced by tour guide of the historical tourism in Yogyakarta, the researcher designed the research questions (1) What are the obstacles that the tour guide faced in communicating with foreign tourist? (2) What are the strategies that the tour guide used in communicating with foreign tourist?

Objective of the Research

Based on the research questions, this research aims to find the tour guide's obstacles and communication strategies in communicating with foreign tourists at historical tourism in Yogyakarta.

Significance of the Research

In carrying out this research, the researcher brings some advantages of this research. The research results intend to benefit those who read this study, especially tour guides, tourism agencies, the teachers, the students, and other researchers.

Tour guides

Tour guides are the main target profits of this research, especially those who have already served foreign tourists. From this research, the tour guides can determine problems related to their communication strategy. For other tour guides who are going to help foreign tourists, this research is helpful for them to enhance their communication strategy.

Tourism Agencies

Tourism agencies can get the benefit from this research since the results of this research present the impacts of tour guides' communication strategies while serving foreign tourists. Therefore, tourism agencies can evaluate foreign tourists' service and hire a new tour guide with an excellent communication strategy.

The Teachers

In a conditional situation, this research could be helpful for teachers when teaching their students, especially in Tourism subjects. This research contains information about tourism, communication strategies, and the things that are likely to happen. The teachers can give information through this research as guidance for the students.

The Students

The findings of this research are implementing as a source of knowledge for students interested in the tourism sector, especially those who want to be tour

guides in the future. They can use this research as a guideline to ensure what kind of things they should know in tourism or communication strategies themselves.

Other Researchers

This research is supposed to be helpful for other researchers. This research is a citation for the following research related to the communication strategy for a specific purpose. The other researchers can use this research as the advice of similar research.