

The Travel Staff English Communication Problem A Survey At Look Lombok Tour & Travel 2021

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Abstract

This study aimed at finding out The Travel Staff English Communication problem A Survey At Look Lombok Tour & Travel 2021. The writer took one group tour of the population (group tour A with 22 guest) as the sample of this study. The data of the study were obtained from the observation, questionnaire, and interview and were analyzed using descriptive qualitative and quantitative method. The results showed that: 1) There were four kinds of communication failure in speaking office at Look Lombok Tour And Travel, Failure to convey the message correctly, with the occurrence was 22.7%; Failure to react to the message (40.9%); Failure to control the communication (18.1%); and Failure to understand the purpose of the message (18.1%); 2) There were two factors accounting for the causes of communication failure in the Speaking. They are internal factors, which consist of lack of self confidence, mental exhaustion, less of background knowledge, lack of vocal/voice control, and less of body movement and facial expression; and external factors that is including the factors on inattentive listener, uncomfortable environment, and lack of opportunity.

Keywords : The Travel Staff, Communication, Problem

Abstrak

Penelitian ini bertujuan untuk mengetahui masalah Komunikasi Bahasa Inggris Staf Travel A Survey At Look Lombok Tour & Travel 2021. Penulis mengambil satu grup tur dari populasi (grup tour A dengan 22 tamu) sebagai sampel penelitian ini. Data penelitian diperoleh dari observasi, angket, dan wawancara dan dianalisis menggunakan metode deskriptif kualitatif dan kuantitatif. Hasil penelitian menunjukkan bahwa: 1) Terdapat empat macam kegagalan komunikasi dalam speaking office di Look Lombok Tour And Travel, Kegagalan dalam menyampaikan pesan dengan benar, dengan kejadian sebesar 22,7%; Kegagalan bereaksi terhadap pesan (40,9%); Kegagalan mengendalikan komunikasi (18,1%); dan Kegagalan memahami maksud pesan (18,1%); 2) Ada dua faktor yang menjadi penyebab kegagalan komunikasi dalam Speaking. Yaitu faktor internal yang terdiri dari kurang percaya diri, kelelahan mental, kurangnya latar belakang pengetahuan, kurangnya kontrol vokal/suara, dan kurangnya gerak tubuh dan ekspresi wajah; dan faktor eksternal yang meliputi faktor pendengar yang kurang perhatian, lingkungan yang tidak nyaman, dan kurangnya kesempatan.

Kata kunci: Staf Perjalanan, Komunikasi, Masalah

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INTRODUCTIONS

Tourism industry is a collection of tourism businesses that interlinked one another in order to produce goods and / or services to meet the needs of travelers in tourism operation (Constitution no. 10 of 2009 about Tourism). The Indonesian country develops it depends a lot from the tourism industry as a source of taxes and income for companies that sell services to tourists, Indonesia's tourism growth is always above Indonesia's economic growth and exceeds the development of world

tourism. In 2011, foreign exchange earnings from tourism are estimated to reach US \$ 8.5 billion, up 11.8 percent compared to last year.

Communications by speaking is the important component factor in tourism industry. Communications so important for information transferred by staff to his customer through other media, such as writing and speaking. People often make mistakes of believing written communication is more precise than spoken communication. Actually, speaking and writing are alike in many ways such as the same clarification of the purpose we want to accomplish and the same thought development of the ideas with which we must supply the guess in order to accomplish our purpose. Never the least, the important differences things, which result from different situations when communication occurs. It is difficult enough to communicate in writing than speaking. The staff is face to face with the guess but the writer is not. Written communication is more open to misinterpretation than spoken communication. It is because people lost the opportunity to observe nonverbal signals that help make sense of the message. They also lose the opportunity to give and receive instant feedback to assure whether others have understood their messages correctly. Poor communication is always believed as one of the major causes of Communication failure.

English in Indonesia is used as one of the subjects taught from the beginning of elementary school to university in order to develop oral and written communication skills. This includes reading, listening, speaking and writing skills. this is very useful in the world of work, especially in the tourism industry. Experience helps staff master or improve oral fluency in using the language studied in order to market tourism products and tourism services to customers.

Responding to this situation, Look Lombok Tour & Travel is a travel agency located in Lombok that has committed to handling, arranging and arranging travel tours by prioritizing hospitality to individual tourists or groups of both local and foreign tourists. This company has many innovations in designing various tour packages, both local and land tourism, and is able to attract foreign tourists to buy tourism products and services. However, in the service to foreign tourists, there are still obstacles in it, one of which is a communication failure caused by a lack of staff who can speak English.

The cases above then motivate the author to find out other specific factors that cause obstruction of Staff Look Lombok Tour & Travel in using the target language and raise this paper entitled: "Communication Failure to Speak Staff". The author chose this topic because he found that some of the Staff at Look Lombok Tour & Travel still have difficulty communicating with foreign tourist. Based on the previous section, this research will be conducted in order to answer the following questions:

What are the kinds of The Travel Staff English Communication Problem A Survey at Look Lombok Tour & Travel 2021? What are the causes of The Travel Staff English Communication Problem A Survey at Look Lombok Tour & Travel 2021?

METHOD

The aim of this study is to find out the kinds and the causes of communication failure in the Travel Staff English Communication Problem A Survey At Look Lombok Tour & Travel 2021. To do this field research, the writer needs to conduct an experimental research, which is planned for about three months. During this time, writer did an interview, observation and give the questionnaire to the subject of the research and analyzed their way of speaking.

Population and Sampling

The population of this research is 4 (four) Travel Staff at Look Lombok Tour & Travel 2021.

Data Collection Procedure

1. Observation

The observation was conducted for nine meetings at Look Lombok Tour & Travel office (from January 13 to March 13 , 2021). Considering the act of communicating is the exchanging thoughts of speakers and listeners, the writer took Speaking to be observed. The writer used observation guide in order to make the observation easy. Also, she recorded the interaction/conversation, which ran during the duty time to collect the data for this study.

2. Questionnaire

The questionnaire was also used in this research By using the questionnaire, the respondents were requested to respond some *open-ended* questions. The questions were related to the second question as is stated in the Research Questions that is about the causes of The Travel Staff English Communication Problem A Survey At Look Lombok Tour & Travel. In the questionnaire, some of the items were yes/no type questions, as they seem to be easier to the respondents to respond it.

3. Interview

In order to obtain more information about the kinds and the causes of The Travel Staff English Communication Problem A Survey At Look Lombok Tour & Travel, the writer conducted a guided-interview to some key informants from the sample of population. The writer used the questionnaire as a guide to conduct the interview.

The writer chose only four subjects among those 22 from guest on Look Lombok Tour & Travel who responded to the questionnaires. In selecting them, she applied various personal characteristics such as, a subject who had experience dealing with public speaking, a subject who is attention, a subject who the writer categorizes as an introvert, and also a subject who the writer categorizes as an individual with a friendly personality. They were also the typical members of the community representing some of their fellow individuals in various ways.

Data Analysis Procedure

The data collected from the observation, questionnaire, and from the interview were analyzed by using a descriptive qualitative and quantitative method in order to answer research questions stated in the previous chapter. Descriptive analyses of the result of a survey or an observation are often

reported in frequencies and percentages (Syahrial, 1998). This makes this study as well as descriptive qualitative and quantitative. Accordingly, the data that were obtained in this study were in form of description, frequencies, and percentages.

The same as the result of the questionnaire, in every speech, each occurrence of Staff behaviors, which the writer assumed as the causes of , communication failure, was tallied based on their ,frequencies. To know the percentage of each factor, the writer used the following formula:

$$\frac{\% \sum X_i \times 100}{N}$$

N

% = percentage of factor

$\sum X_i$ = number of the Staffs responses

n = number of the staffs (sample of the study)

Then, the writer did not consider the employments of such behaviors that come less in 25% of all Staff as the causes of communication failure

In terms of the kinds of communication failure happened in the language

office, the writer listed those kinds of communication failure and then described them separate.

FINDING AND DISCUSSION

The Kinds of Communication Failure in the Speaking Office

Communication in any case consist of some components, which are very important to be considered in order cope with communication difficulties. And, considering to the components of the communicative events, which generalized by Hymes (1964 in Brown and Yule, 1987), for this study, the writer described those components as follows:

The addressors and addressees of this communication were the Look Lombok Tour & Travel on 2021 Knowing that the addressor/addressees were the staff room, it means that they have to be aware of the use of English basic, the contact between the staff and customer. Before delivering the speech, the staff were always greeting and informed about tour product to the customer. It means what were going to talk about were further negotiations tour product .

From a setting point of view, their expectations are limited. For example, when a customer asks for a tour package contained in the brochure. This means that they will have a lot of information to support them in understanding what is going to be discussed. The conversation is then indicated by the author as a message / form of this communication event.

Judging from the communicative event component, staff should not experience communication difficulties. But on the other hand, from the four key principles of successful communication, from the data obtained through guided interviews and observations, the research found that there was a communication failure towards Staff Look Lombok Tour & Travel in 2021. The types of communication failures can be seen in the table following.

Table 01. The Kinds of Communication Failure

The Kinds of Communication Failure	failure(%)
Failure to convey the message correctly	22.7%
Failure to react to the message	40.9%
Failure to control the communication	18.1%
Failure to understand the purpose of the message	18.1%

From the table above, the writer found that there were four kinds of communication failure in the speaking class of the research sample. They are failure to convey the message correctly, failure to react to the message, failure to control the communication, and failure to understand the purpose of the message.

Failure to convey the message correctly.

This study found 22.7% of the interaction dealt with this kind of communication failure. Referring to this kind of communication failure, this the failure that mostly comes from the addressors as the messages senders. In this case, they do not transfer the message/ideas effectively because they communicated the topics using their own perception only without considering to the addressees viewpoint. They are not considering that what they are saying is actually deliverable in the vast majority of instances. For the example, a staff had Private Rinjani Expedition Tour Package. He talking about it as the includes items on the tour package . The results were as follows:

A: "... Virus profit is which where all of people's life is just for the value. To solve this problem (virus profit) we have to change our self, our mind, and our soul....".

B: "What is the relation between the title and the content of your speech?"

The example above indicated that the addressees have a different vision about virus profit because the addressors did not try to explain it early at the first. As the result, the address' thoughts became constrained.

Failure to react to the message

The employments of this failure appeared frequently (40.9%). According to Hopkins (2002), successful communication is not a communication if the other person or person don't react or show they actually understood what the addressor said.

Example:

Staff : ".....(finishing his statement).do you get it?"

Customer : (silent, without saying any word).

The expression above shows that the address does not react to the information submitted by the staff. Their silence in this case was not their expression to show their understanding. That they did not show any response could indicate that they did not understand what the speaker was saying. Furthermore, the authors consider this behavior to be a type of communication failure.

Failure to Control the Communication

All communication should be in harmony to the vision and the support documentation (e.g. language used, the way of delivering the message , etc) so that the message are clear. And, from the observation (from the whole meetings), 18.1% of the interaction dealt with this kind of failure. For example, in a discussion between staff and customer about “ *Should ?*”, a Customer (addressee) claimed:

A : “ You said that Gili Trawangan Tour Package best of Lombok tourism object but my friends said Sembalun Tour Package is. How do you think about it?”

B : “ I don’t know about it. Maybe you be just have to check your health. ... and this great.

For this case, the addressor failed to coordinate/ to control her vision about best tourism object on Lombok Island to make the addresser comprehend her messages.

Failure to Understand the Purpose of the Message

The writer found 18.1% of the interaction staff and customer at staff room dealt with failure. The staff failed to make the others (addresses) understood the messages, failed to convince the others, which then led the interaction to communication failure. For example:

“... Rinjani Private Expedition have many includes item such as Transport, meals , Ticket, Insurance, tracking organizer, guide, camping tools ... just like that. A...a...a...also 1 night home stay at Sembalun and a...a... (long pause). A...a...Any question?”

The sentence above were not finished. There are some pauses and suddenly the utterances stopped in the middle of discussion. It indicates that the addressor could not convince the addressees. Furthermore, the addressor could not lead the into action (to respond the messages) as the purpose of delivering those messages.

The Causes of Communication Failure in the Speaking

The following are two tables consisting the respondent’s responses from the questionnaire (table 2) and the respondents’ behaviors, which the writer obtained from the observation (table 03). Table 02 consist of column of writer’s statement related to the causes of communication failure. And the others columns constitute the percentage of respondents’ who agree and disagree with the statements.

On the other hand, table 3 indicates number of staff in terms of their frequency in behaving the same statements as it is stated in the first table. Additionally, this data were obtained from the writer’s observation using an observation guide in the speaking class of the research sample.

Table 2. The Staff Look Lombok Tour & Travel Responses’Questionnaire

No	The Statement	Agree %	Disagree,%
1.	understand the topics being discussed and receive the message being sent	23%	77%
2.	Environment factors in communication failure	100%	0%
3.	Body movement helps the speaker/addressor to transfer the message properly	91%	9%

4.	Body movement of the speaker helps the hearer/addressee to receive the message properly	82%	18%
5.	Facial expression helps the speaker/addressor to transfer the message properly	86%	14%
6.	Facial expression of the speaker helps the hearer/addressee to receive the message properly	91%	9%
7.	Staff of Look Lombok Tour & Travel always use communication strategy while communicating	100%	0%
8.	Voice/vocal control has an important role while communicating	86%	14%
9.	Staff of Look Lombok Tour & Travel as the addresses correct the wrong information from the addressors	45%	55%

Table 03. Staff of Look Lombok Tour & Travel Behavior Obtained from the Observation Guide

No	Statements	Staff s' Behavior (%)		
		Frequently	Sometimes	Never
1.	pay attention toward the discussion	11. (50%)	11. (50%)	- (0%)
2.	communication affected by the environment	22. (100%)	- (0%)	- (0%)
3.	communicate using body movements	2. . (9%)	13. (59%)	7. (1%)
4.	communicate using facial expression	4.(18%)	11. (50%)	7. (1%)
5.	communicate using communication strategies	20. (91%)	2. (9%)	- (%)
6.	communicate by controlling their voice	8. (36%)	11. (50%)	3. (3%)
7.	correction to the wrong information	2. (9%)	9. (40%)	11. (50%)

Table 02 shows some statement which are related to the cause of communication failure. It indicates that there were communication problems in the research samples' interaction. Responding to the first statement, not all of the respondent agreed that they always understand the topics being discussed and got the message being send from the discussion. There are 77% responded that they did not always understand the topics and got the messages being sent by the speakers. Through the observation, the writer found that there are only 50% Staff who frequently paid their attention toward discussion, and 50% of them did it sometimes. This fact might be as the result that the most of the Staff did not always understand the message being sent. Toward the influence of environment in a communication, all of the Staff (100%) stated and agreement that environment has a effect in their communication failure. It is in line with the fact the writer found from the observation (see Table 3), that while having the interaction, all of them (100%) were effected by the environment.

In terms of using body movement, while the majority of the staffs (86,5%) stated and agreement that body movement helps both parties in transferring and receiving the message properly, through the observation (see table 3), the writer found that there were only 9% of the Staff who frequently used body movement while speaking, 59% used in sometimes, and 31% of them never use it. Also, most of

the Staff (88,5%) stated and receiving the message properly. But, in the practice, the writer found there were only 18% of the Staff communicate using facial expression, 50% use it sometimes and 31% were never use it.

Problems, difficulties, and failure in using the target language for communication may occur as the Staff of Look Lombok Tour & Travel lack the requisite linguistic knowledge of the TL, which is required to make communication successful. In this case could be reduced or even should not be occurred if we consider that the most of the Staff (91%) in this study were using communication strategy to overcome the communication problems. Moreover, 86% of the Staff communicate by controlling their voice and half of them (49%) make correction to the others' wrong information.

On the other hand, from the analysis of the questionnaire, interview, and from the observation, the writer found that there were some phenomena occurred. The assumed those phenomena were the cause of the communication failure within The Travel Staff English Communication Problem A Survey At Look Lombok Tour & Travel :

1. Self Confidence

According to Krashen (1978), in a real communication, self-confident or secure someone will be more able to encourage intake and will also have a lower filter toward the target language. They, then, will be able to use language freely and less inhibited because they speak without hesitation. Self-esteem and language anxiety may account for the different level of Staff of Look Lombok Tour & Travel confidence in office . And , there were 91% respondents indicated this as the aspect, which can cause communication failure.

2. Mental exhaustion

Communication is considered as the exchanging thoughts between the speakers and the listener. If mental exhaustion appeared between the participant, their attention may wander. Consequently, inattentive participant takes a risk for communication failure. There were 27% of the respondent indicated that mental exhaustion can cause communication failure. And the writer found this mental exhaustion frequently happened in the office . For instance, as the task ran for longer time, Some of the staff looked bored and became inattentive. They began to talk with the others about another topics rather than the topic, while the staff had to pay their attention for hours listening to everyone speaking.

3. Background Knowledge

Language is a key form of communication but it can not be ignored that background knowledge is also important in other to know what important information for customer. It includes knowledge of communicative sentence structure, vocabulary, idiom, phrase, etc. That the staff on this office interacted only in small area, it means they are not faced with large complexity. Sometimes, the lack of background knowledge became a barrier for the successful communication in he . For example, when a staff member is given information about a "Rinjani Tour Package," they try to talk about it because they feel they don't know what the tour package means. As a result, there was a long delay

during the delivery of information and finally they finished their presentation without the desired conclusion. This means that they failed to communicate the topic. In addition, 64% of respondents think that this aspect can lead to communication failures

4. Vocal/Voice Control.

Failure to moderate voice level in a background noise of environment may cause the words less effective. Consider that in oral communication the speakers/addressors have to transfer the message/ideas to the addressor effectively, for such situation; speakers need to control their voice. Speed, pitch, loudness, and rate delivery also carry impact as well. When words are rushed, the message may be lost; when words come too slowly, attention may wander.

Furthermore, in the research samples' interaction, the writer found some of the staff (25%) did not vary the pitch, speed, loudness, and the tone of their voice.

“Can you imagine what being done by the visitors ...”

The sentence above actually aimed to ask the audiences' opinions but the addressor didn't vary the tone, which indicated to his affirmative sentence. As the result, the other staff kept silence without responding to the question. Also, the other staff frequently complained that they didn't get any idea because they didn't hear what were the addressor speaking about. This indicates that the speaker was careless to the voice control. She just spoke without considering whether or not the audiences heard or paid attention to her presentation.

5. Body Movement and Facial Expression

Body movement and facial expression in oral communication hold an important role. They help the participants to send and receive the message being sent. When they occur, they should be genuine and spontaneous. But, as the writer observed the staff room of the research sample, she found out that some of them (31%) were reluctant to use body movement and facial expression. During the discussion, their hands, head, eyes, and the other parts of their bodies did not support/strengthen their speeches instead; they just speak in front of the class without supporting body movement and facial expression.

CONCLUSION

1. The study found that there were four kinds of communication failures that happened in the research sample. They were; 1). Failure to convey the message correctly, with the percentage of occurrence was 22.7%, 2). Failure to react to the message (40.9%), 3). Failure to control the communication (18.1%), 4). Failure to understand the purpose of the messages (18.1%).
2. The study found that there were two factors accounting for the causes of communication failure that happened in the staff communication at Look Lombok Tour & Travel. They are internal factors, which consist of some causes; lack of vocal/voice control and less of body movement and facial expression; and external factors, which consist of the factors of inattentive listener/addressee, uncomfortable environment, and lack of opportunity.

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