

## **Analyzing Pronunciation In The Speaking Skill Of Street Vendors In Tourism Area**

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### **Abstract**

This study aims to analyze the pronunciation of street vendors in the tourism area using the IELST Speaking descriptor. Pronunciation is vital in tourism as it facilitates successful communication between visitors and locals. Accurate pronunciation enables a traveler to travel to a strange city successfully. A research question was developed to guide the study: the pronunciation level of street vendors in tourist areas is measured by speaking IELST band descriptions. The research results were determined using qualitative descriptive methods. Interviews were employed to collect data. It was designed as a dialogue and monologue. The data was analyzed by table analysis with 9 participants from different backgrounds of education, such as graduated from elementary, junior, and senior high school or no educational background. The results showed that the pronunciation level of street vendors is "limited," with some of them receiving band 6, around 4 people, and criteria "limited," which is more, approximately 5 people. The lack of language training facilities was one of the issues. As a result, providing specialist English language instruction geared toward the tourism context is a viable solution to this problem.

**Keywords:** Speaking skill, Pronunciation, Street Vendors

### **Abstrak**

Penelitian ini bertujuan untuk menganalisis pengucapan pedagang kaki lima di area pariwisata menggunakan deskriptor IELST Speaking. Pengucapan sangat penting dalam pariwisata karena memfasilitasi komunikasi yang sukses antara pengunjung dan penduduk setempat. Pengucapan yang akurat memungkinkan wisatawan untuk melakukan perjalanan ke kota asing dengan sukses. Pertanyaan penelitian dikembangkan untuk memandu penelitian ini: tingkat pengucapan pedagang kaki lima di daerah wisata diukur dengan berbicara deskripsi band IELST. Hasil penelitian ditentukan dengan menggunakan metode deskriptif kualitatif. Wawancara digunakan untuk mengumpulkan data. Wawancara ini dirancang dalam bentuk dialog dan monolog. Data dianalisis dengan analisis tabel dengan 9 partisipan dari berbagai latar belakang pendidikan, seperti lulusan SD, SMP, dan SMA atau tidak memiliki latar belakang pendidikan. Hasil penelitian menunjukkan bahwa tingkat pengucapan pedagang kaki lima adalah "terbatas", dengan beberapa dari mereka menerima band 6, sekitar 4 orang, dan kriteria "terbatas", yang lebih banyak, sekitar 5 orang. Kurangnya fasilitas pelatihan bahasa adalah salah satu masalah. Oleh karena itu, memberikan pengajaran bahasa Inggris khusus yang disesuaikan dengan konteks pariwisata adalah solusi yang tepat untuk masalah ini.

**Kata kunci:** Skill Berbicara, Pengucapan, Pedagang Kaki Lima

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## **INTRODUCTION**

Speaking is one of the four language acquisition skills. According to Nunan (2003), language produced by a person in the form of speech or writing is referred to as productive language. The person responsible for supervising language acquisition in reading or listening is referred to as a receptive language director. Speaking is sometimes considered rewarding because it involves thinking personally through verbal expression. Furthermore, speaking is essential to everyday life because it can affect the message to fellow humans. According to Brown (2001), speaking is an interactive

process of constructing meaning that involves information production, reception, and processing. Summers (2003) stated that speaking is saying something that expresses your idea or opinion or is used when describing an idea you think is true. In addition, valette (1983) stated that at the functional level, speaking makes oneself understood. It means the way that we convey information is called speaking. The majority of English learners think that studying the language will increase their ability, according to Richards & Renandya (2002). Speaking requires more control than other talents, which contributes to the inclination to prioritize it (Burnkart, 1998). English has facilitated global communication. Communication is essential in any industry, whether business, medicine, transportation, technology, tourism and trade, or marketing. Because of this, we make it a point to learn English. People from all around the world are familiar with and embrace English as their language of choice. Statistics show that almost 670 million people are fluent and competent in English (David Crystal, 1997: 61).

One of the most important parts of speaking is pronunciation. It relates to "the production and perception of the important sounds of a specific language to use language in meaningful context successfully" (seidlhofer, 2001, p.12) or to gain communicative competence (brown, 2007). English sound systems have been divided into two groups, known as segments and suprasegmental features (zainal, 2015). Segments comprise consonants and vowels, including stressed and unstressed syllables, while suprasegmental features include stress, length, tone, and speech melody/intonation (ladefoged & johnson, 2011). In addition, pronouncing words correctly helps street vendors pick up new vocabulary quickly and boosts their confidence when speaking. Tauycharoen (2001) stated that learning vocabulary and structure is not enough for communication if students cannot pronounce sounds native speakers can understand. However, since the phonological systems of english and indonesian are slightly different, one problem is pronouncing english correctly. Some street vendors can't understand the relationship between unfamiliar sounds and letters, which can lead them to mispronounce words. This shows that pronunciation is essential to speaking so the interlocutor can know what we say. The role of pronunciation is vital in tourism, especially for street vendors.

in addition, one way to accelerate a city's local and global economic development is through the tourism sector (hafidh & zulekha, 2021). City tourism, or urban tourism, is considered trips were taken by travelers to cities or places of high projection. Various positions in the tourism sector have emerged, such as tour guides, travel agents, and street vendors. People who offer goods or services to the general public without establishing a stable long-term structure for sales are categorized as street vendors. They usually set up shops on sidewalks or other public or private places, or they can be portable because they can move from one location to another. The goods and services offered by street vendors are typically lower in cost than those sold in traditional retail stores.

in conclusion, based on previous research only discusses various pronunciation problems in the formal environment. Therefore, this research focuses on examining the pronunciation of street vendors in tourism areas or informal situations based on the ielst speaking descriptor.



7	Displays all the positive features of band 6, and some, but not all, of the positive features of band 8									
6	Uses a range of phonological features, but control is variable.									
	Chunking is generally appropriate, but rhythm may be affected by a lack of stress-timing and/or a rapid speech rate.									
	Some effective use of intonation and stress, but this is not sustained.	√								
	Individual words or phonemes may be mispronounced but this causes only occasional lack of clarity.  Can generally be understood throughout without much effort.		√				√	√		
5	Displays all the positive features of band 4, and some, but not all, of the positive features of band 6.			√		√			√	
4	Uses some acceptable phonological features, but the range is limited.									
	Uses some acceptable phonological features, but the range is limited.									
	Often self-corrects.									
	Attempts to use intonation and stress, but control is limited. Individual words or phonemes are frequently mispronounced, causing lack of clarity.	√ a	√							
	Understanding requires some effort and there may be patches of	√				√				

	speech that cannot be understood.										
3	Displays some features of band 2, and some, but not all, of the positive features of band 4										
2	Uses few acceptable phonological features (possibly because sample is insufficient).										
	Overall problems with delivery impair attempts at connected speech.										
	Individual words and phonemes are mainly mispronounced and little meaning is conveyed.										
	Often unintelligible.										
1	Can produce occasional individual words and phonemes that are recognisable, but no overall meaning is conveyed.										
	Unintelligible										
0	Does not attend.										
TOTAL											

the IELTS Rubric is the point of collecting data which is the foundation for a researcher to decide the level of street vendor`s pronunciation. A researcher takes the rubric on the official website of IELTS (The International English Language Testing System). Moreover, the researcher used this table to analys the pronunciation band for the street vendors at kuta mandalika in the year 2024.

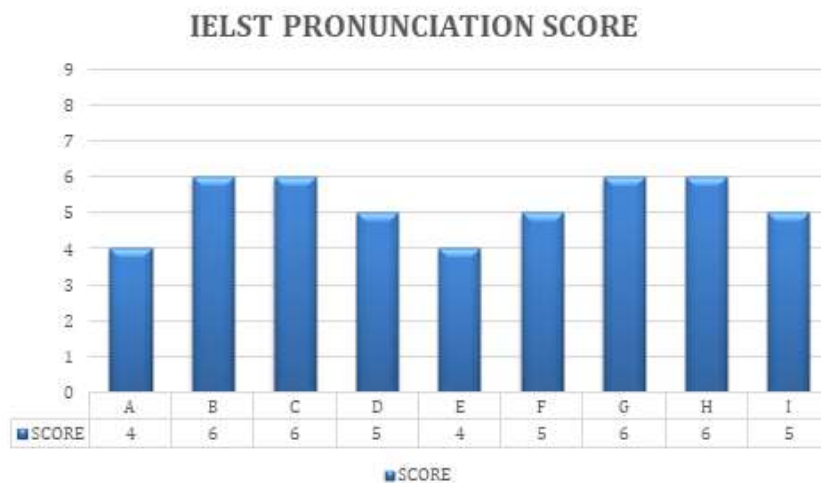
Tabel 2. Distributor Pronunciation Score

Pronunciation			
Participant	Overall Score	Descriptor	Level of Proficiency
A	4	Individual words or phonemes are frequently mispronounced, causing lack of clarity.	Limited
B	6	Some effective use of intonation and stress, but this is not sustained	Intermediate
C	6	Can generally be understood throughout without much effort.	Intermediate
D	5	Displays all the positive features of band 4, and some, but not all, of	Limited

		the positive features of band 6.	
E	4	Understanding requires some effort and there may be patches of speech that cannot be understood.	Limited
F	5	Displays all the positive features of band 4, and some, but not all, of the positive features of band 6.	Limited
G	6	Can generally be understood throughout without much effort.	Intermediate
H	6	Individual words or phonemes may be mispronounced but this causes only occasional lack of clarity.	Intermediate
I	5	Displays all the positive features of band 4, and some, but not all, of the positive features of band 6.	Limited
Overall score of pronunciation	5,2		

From the table above, it shows the result point among 9 street vendors at Kuta Mandalika in the tourism sector in the year 2024. Which includes 6, 5, and 4 band

**Research Discuss**



The bar chart above provides information regarding the street vendor`s pronunciation score at Kuta, Mandalika, in the year 2024. In general, the street vendors earn the highest points in band 6, followed by band 5 and finally, band 4, with an average result of 5.2.

As illustrated in the bar chart above, this street vendor is utilizing the advantages of band 6, which employs phonology, but the control remains variable. Stress timing and individual words may be mispronounced, yet they can be understood and comprehended without any effort. According to the criteria of the IELST rubric, four people received the 6 band; two street vendors can be easily

understood.

“The food is just like vegetarian. The kind of vegetarian like bean and like you know like long bean. We eat when in the morning time and in the afternoon time. We eat two time.”

It can be known from their transcript above that the street vendors pronounced the word properly and were easy to understand. Moreover, two street vendors also get 6 bands. It is because they pronounce the words nicely, and the stress in each phrase is excellent;

“Sometimes also we just like organize for doing something together and cooking together.”

The word organize was pronounced nicely by the street vendors. according to the online Oxford dictionary, the word organize was emphasized or get stress “nize”( /'ɔ:r.gən.aɪz/), and the stress word was in the “nize” word.

Furthermore, the other word was also pronounced properly. The example is provided as follows; Together: /tə'geð.ə/ and Something: /sʌm.θɪŋ/.

Another example of this street vendor who received the 6 band who was mispronounced the word, but the researcher can understand what he said. “I know before he was a child, I enjoyed spending time with him because he was my life, my children, and I like all kids too because they are small and cute”.

The street vendors mispronounced the word “spending,” which they said like the word cute without “spanding,” another word also mispronounced by her example, “small,” the street vendors pronounced that word like “semall,” but, overall, the interviewer understood what she said.

In addition, street vendors were also given Band 5, which consisted of 3 individuals. The criteria for Band 5 is to display all the positive features from Band 4, and some, but not all, of the positive features from Band 6. All individuals who received Band 5 had achieved the positive criteria of Band 4, one of which was to use some acceptable phonological features but a limited range. street vendors had limited range but gained stress in sentences that made the point/argument conveyed to the interviewer quite clear, thus, the researcher gave the 5-band score to the street vendors.

“TV channel that is global tv and i watch family 100 for one day and I love family 100 because it makes me happy to see tv show and love it.”

The transcript shows street vendors' limited range of phonology, but the stress and intonation were quite clear. The limited range was the word family, which is often used by street vendors. However, some of the positive features of band 6 are already implemented by street vendors such as intonation and stress, and certain words or phonemes can be mispronounced, but this only causes occasional ambiguity. In the context of the street vendor transcript above, the word "make" is unclear and sounds like the word "max", but the interviewer can still understand this.

Furthermore, another subject also applied all the positive features of band 4 and got two positive points of the 6 bands, there were intonation, and the point can generally be understood without much effort. An example of this,

“We just walk here. We are selling and then we are selling like something is the sarong,

bracelet that we are selling around here and like small bag that my sell in here.”

The transcript above shows that the positive features of the 6 bands can generally be understood without much effort. Besides, the intonation and stress were clear. The last part is 4 bands obtained by two street vendors. This four-band system indicated two points. Frequently mispronounced words prevented the interviewer from understanding the point of what the street vendors were saying.

”aaa Sinetron..indosyar.. pintu berkah.. kisah nyata..., I am like... film”.

This is the script for street vendors in 4 bands, which the interviewer has made much effort to understand what they said. Furthermore, the word “Like” also was mispronounced by them. Like: /laik/, but they pronounced like was /lake/ that is a synonym of the river. The other subject script also mispronounces, “Nothing. Yeah, keep me hungry”. They also mispronounced the word hungry. Hungry; /’hʌŋ.gri/, but they pronounce that like “hunjuri”. The other subject also stated their argument but the interviewer has fuzziness in understanding what she said. Example with follows:

“Me. I like look. The beach pink. Yes, and the bead pink is a very beautiful bead pink. Nice full look boot. Maybe if the. Yes, yesterday I already got vintage”

## **CONCLUSION**

This research was conducted in the tourism sector in Kuta, Mandalika, with 9 street vendors chosen to collect data. The approach utilized in this study is qualitative descriptive; the study's goal is to assess the pronunciation of street sellers in the tourism area using the IELST Speaking Descriptor. The researcher's goal in conducting this research was to determine the level of speaking proficiency in distinct pronunciations. This study's sample consists of street vendors without an educational background, such as elementary, junior high, and senior high school graduates. In general, the pronunciation level of street vendors is "limited," with some receiving band 6, approximately 4 people, and criteria limited, approximately 5 people.

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