

## COMMUNICATION STRATEGIES USED BY TOURIST GUIDES AT BENANG STOKEL CENTRAL LOMBOK

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### ABSTRACT

*This study deals with the communication strategies used by tourist guides at Benang stokel, Central Lombok, West Nusa Tenggara Province. It was aimed to investigate types of communication strategies. This study was conducted by applying a qualitative research design. The sources of the data were selected from two tourist guides in Benang stokel. The instrument applied in this study were observation sheet, filed notes, and interview. Data were analyzed using descriptive analysis technique, by describing types of communication strategies and the process communication strategies used by tourist guides at Benang stokel, Central Lombok, West Nusa Tenggara Province. Based on the analysis of data, it was found that the process of communication strategies used by tourist guide occur during the communication with foreign tourist is dominantly achievement or compensatory strategies, self-monitoring strategies, and interactional strategies. In the conversation, they did not always go as smoothly as we think. In fact, communication strategies had been applied by tourist guides even though they did not know about the theory behind it.*

**Keywords:** *Communication strategy, Tourist guides.*

## LATAR BELAKANG

English language plays a very crucial role as the predominant tool for communication in the global community. Some people whose native language is not

English use the language in their daily lives. Most of these people live in countries where English is required for external purposes: to communicate and do

business with people in other countries, and to catch up with the advances in the field of business. In addition, English is used as a means to transfer thoughts and cultures and to create good relationships between people in different countries. As a result, English has become an international language and is widely used as a medium for understanding and exchanging ideas among people all over the world (Prachanant: 2012).

Nowadays, the mastery of English becomes very important for those people who are involved in Indonesia's tourism since English serves to bridge the difference of native language owned by the tour guides and the tourist from abroad. Nevertheless, there will be communication problems in the interaction between those foreign tourists and their tour guides which have difference knowledge of culture and language. Sometimes it is difficult for the tourist guides to tell some unfamiliar terminologies which are totally new for the foreigners who do not share the same belief and culture. The guides need to define or describe those terminologies so that they are able to understand. One way that the guides and the tourists use to overcome their communication problems is called communication strategies.

Communication strategies are the realization of the strategic competence

which is one of five components of communicative competence. Canale as quoted in Celce Murcia (1995) defines communicative competence as the underlying systems of knowledge and skill required for communication. In addition, Troika (1986) states that communicative competence extends to knowledge and expectation of who may or may not speak in certain setting, when to speak and when to remain silent, whom one may speak to, how one may talk to person of different statuses and roles in various context. Furthermore, the skill of mastering English should be accompanied by the skill of mastering the communication strategies because this problem does not only happen to the speakers of English as a foreign language, but even the native speakers also face it. Communication strategies would help these speakers who have different point of view in the culture in understanding each other and also in expressing what each speaker has in his or her mind verbally in the target language. By using these strategies, the communication goal would be achieved effectively.

Actually, many tourism places in West Nusa Tenggara Lombok where a lot of foreign tourists like to visit. Those foreign tourists are usually accompanied by Indonesian tour guide and will explain all

things related to Benag stokel waterfall. Needless to say, there will be some unfamiliar terminologies found in the conversation between the tourists and their tour guide. Thus, communication strategies are really necessary for the speakers who take parts to cope with the problems during communication.

From the description above the aim of this research is to get an in-depth and comprehensive picture of Communication Strategies Used by Tourist Guide at Benang setokel.

### **Communicative competence**

Communicative competence (CC) was defined by Dell Hymes in 1972. According to him, it is competence for language use and not only “the tacit knowledge of language structure” in the Chomskyan sense. It is competence of language use appropriate to the other participants of the communicative interaction and appropriate to the given social context and situation. In the same sense, communicative competence does not deal with the domain of linguistic. Linguistic merely focuses in language competence. Thus, however the social condition of a speaker is, it will not give effects in the process of linguistic. The capability of someone in performing his communicative competence will be depend on his linguistics competence as well in order to relate the

concept of the language and the context by which the language is being used. In this sense, communicative competence is the aspects of someone's competence that enables him to convey and interpret messages and to negotiate meanings interpersonally within specific context. Moreover, there are four components of communicative competence, based on Canale and Swain's (1983) frameworks. They are linguistic, discourse, sociolinguistic, and strategic competence. The first two subcategories reflect the use of language system itself while the last two define the functional aspects of communication.

### **Communication strategies**

Canale, as quoted in Murcia (1995), defines “communicative competence as the underlying systems of knowledge and skill required for communication”. Moreover, there will always be language barriers in an interaction of two or more people; even they share the same kind of language. And it will become worse and worse if they do not share the same kind of language. Based on the functions of communication strategies, there are five types of communication strategies consisted of:

- Avoidance or reduction strategies involve tailoring one's message to one's resources by either replacing

messages, avoiding topics, or, as an extreme case, abandoning one's message altogether.

- Achievement or compensatory strategies involve manipulating available language to reach a communicative goal and this may entail compensating for linguistic deficiencies. These strategies have been the traditional concern of communication strategy research.
- Stalling or time-gaining strategies include fillers, hesitation devices and gambits as well as repetitions (e.g., repeating what the other has said while thinking). We should note here that several authors draw attention to the danger of L2 learners using taught fillers/gambits inappropriately if the presentation has been superficial and not adequately contextualized.
- Self-monitoring strategies involve correcting or changing something in one's own speech (seV-repair) as well as rephrasing (and often over-elaborating) one's message to further ensure that it gets through.
- Interactional strategies, highlights the cooperative aspects of strategy use. Appeals for help are similar to

achievement strategies in function but through using them the learner exploits his/her interlocutor's knowledge rather than manipulating his/her own language resources. (Celce Murcia, 1995)

## METODE PENELITIAN

This research is a case study and purely used qualitative approach, therefore the researcher tries to collect qualitative data to ascertain what obstacles faced by the cart drivers in acquiring English as a foreign language. The research data consists of types communication strategies used by students of tourism assistance community group in guiding at Benang Stokel 2. Sources of data in the form of interview scripts, field notes, photography, audio recordings, personal comments.

### Data collection

There are four types of qualitative data collection procedures, namely observations, interviews, documents and audio-visual materials (Creswell, 2008)<sup>1</sup>. Observation To obtain data, the researcher used uncontrolled participatory observation without structured observation, the researcher positioned himself as an observer and was part of the community being studied. Then, on-participant control observation, the researcher only acts as an observer. As for

what is observed is the atmosphere of the work environment, daily routine activities. 2. Interviews In this study, interviews were conducted with 2 (two) informants who work as local guide using a cell phone recorder and questions based on the focus and sub focus of the research can then be developed according to conditions in the field. repeatedly until the data is deemed sufficient and the main data to be explored in this study is types of communication strategies used by students of tourism assistance community group in guiding at Benang stokel, documentation In documentary research in the form of photos and the sounds obtained during the study of environmental conditions where the subject carries out activities.

### **Data Analysis Procedure,**

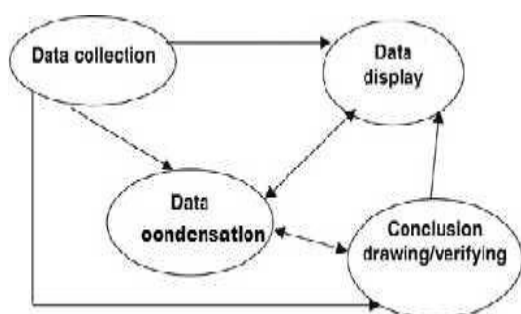
In analyzing the data from this research the researcher used the Miles and Huber man model (2014) in data analysis consists of four steps of activity and this happens together including: data collection, data display, data condensation, and drawing conclusions/ verifying. After the data were collected, data in the form of notes and records were carried out:

1. Data collection Researchers recorded in the form of data obtained from interviews, observations and documentation recorded in field notes which consisted of two parts,

namely descriptive and reflective. Descriptive notes are natural notes, namely notes about what is seen, heard, witnessed and experienced by the researcher without any opinion and interpretation from the researcher on the phenomena experienced. Reflective notes are notes that contain the impressions, comments, opinions, and interpretations of researchers about the findings found, and are material for data collection plans for the next stage. 2. Data Condensation Data condensation refers to the process of selecting data, focusing, simplifying, abstracting, and transforming the data that appear in written-up field notes or transcriptions". Researchers conduct data condensation refers to the process of selecting data, focusing, simplifying, abstracting, and changing the data that appears in field notes or written transcriptions. 3. Data Display the next process is to present the data as a set of structured information, the presentation of the researcher is done in the form of graphs and diagrams with the aim of making it easier for researchers to describe events / events, so researchers can see what happened and can well describe conclusions and take action. 4. Conclusion, Drawing/Verification formulation of the problem that has been stated. The data that has been described can be concluded in general terms. The conclusions include elements of transitivity,

the relationship of elements of transitivity with social contexts and elements of transitivity used in social context. Once concluded, data analysis is back at the initial stage until all data is complex.

**Figure 1. Equations in the case study data analysis technique**



## HASIL DAN PEMBAHASAN

The data of this study were taken from conversation between tourist guides and foreign tourist. There were five types of communication strategies found in the data collected from the respondents and it's related to the types of communication strategies used by tourist guides at Benang stokel. They were avoidance or reduction strategies, achievement or compensatory strategies, stalling or time-gaining strategies, self-monitoring strategies, and interactional strategies and the most dominant types of communication strategies used by tourist guides at Benang stokel was achievement or compensatory

## KESIMPULAN

The most dominant types of communication strategies used by tourist guides at Benang stokel was achievement or compensatory strategies. It means that most guides used achievement or compensatory strategies to reach a communicative goal. The process of communication strategies used by tourist guide occur during the communication with foreign tourist since the conversation did not always go as smoothly as it expected. And the factors that made the tourist guide chose certain way to control the communication was due to their lack of English grammar, vocabulary, and lack of self-confidence.

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