

CHAPTER I

INTRODUCTION

I.1. Background of the Study

English is an international language that has been used in many countries in the world especially for communication, politics and business. It is also used in the world of tourism.

Tour guiding is very much needed in our country, Indonesia. As it is one of the sources of Indonesian's government income, it needs a lot of development of tourism facilities, which is supported by tour guides. Tour guides are people who have roles as ambassadors to the country. Their duties are welcoming tourists, accompanying tourists when visiting tour objects, preparing transportation and giving direction to the tourists before and during the tour. The present writer is of the same opinion as Drs. Oka A.Yoeti in Penuntun Praktis Pramuwisata Profesional who states that :

‘From the tourist point of view, the tour guide is a person employed, either directly, by the traveler, an official or private tourist organization or Travel Agent to inform directly and advice the tourist before and during his journey.’
(Translated from Yoeti, 1991:17)

Considering there are many tourists of different nationalities, it takes one international language, that is English, to be able to have a good communication between tour guides and the tourists. Some difficulties may occur in communication in English verbally, for example tour guides may not understand foreign tourists who speak using certain accent. Thus, overcome this obstacle tour guides need non-verbal communication to help in communicating with the tourists. The present writer decides to write this term-paper related to tour guiding that takes place at Keraton Ngayogyakarta Hadiningrat, Daerah Istimewa Yogyakarta. The present writer chooses The Sultan's Palace because of its historical values for Indonesians, also because of its fame among tourists who want to learn about the Javanese art and culture. The present writer hopes this term-paper can help tour guides, especially in Yogyakarta, and also for the students at Maranatha Christian University and lecturers who want to know more about effective ways of communicating with tourists.

The title of the writer's term-paper is "How Non-Verbal Communication Helps Local Tour Guides at Keraton Ngayogyakarta Hadiningrat, Yogyakarta to Speak with Foreign Tourists". The paper will focus on how to use non-verbal English effectively. The present writer realizes that English mastery for tour guides is not as simple and easy as what many people think, because it needs high self-confidence to be tour guides. After writing this thesis, the present writer learns that the use of verbal English communication for tour guide is the successful key for tourism world.

I.2. Identification of the Problem

1. What are the obstacles that tour guides find in communicating with tourists?
2. How can non-verbal communication help tour guides in communicating with tourists?

I.3. Objectives and Benefits of the Study

I.3.1. Objective of the Study

1. To find the obstacles that tour guides find in communicating with tourists
2. To know that non-verbal communication can help tour guides in communicating with tourists.

I.3.2. Benefits of the Study

1. Enhancing the service of tour guides
2. To give inputs for tour guides so that they can improve their English skills in communication with tourists

1.4. Concise History of Keraton Ngayogyakarta Hadiningrat

The Sultan's Palace or Keraton of Yogyakarta, was built in 1756 by the first Sultan Hamengku Buwana. It was built after the agreement of Giyanti in 13 February 1755 between the Dutch governor, represented by Governor Nicolas Hartings and Prince Mangkubumi, Hamengku Buwana I.

The first Palace was built in the Village Gamping and this Palace is called Ambar Ketawang. It was four kilometres on the west side of Yogyakarta. During his government,

Sultan Hamengku Buwana lived in Ambar Ketawang but then he moved to Hutan Beringin, between the Winongo River and Code River, which was four kilometres from Ambar Ketawang Palace. Then, Sultan Hamengku Buwana I moved to the new Palace in Beringin in 7 October 1756, which is called Keraton Ngayogyakarta Hadiningrat, meaning a good and prosperous place for King or Queen to live.

Nowadays the Sultan's Palace has been used to:

1. Be the home for the Sultan and his family.
2. Be the central of the government.
3. Be the central of the Javanese art and culture also its development.
4. Be one of tourist's sites in Yogyakarta.

I.5. The Service of Keraton Ngayogyakarta Hadiningrat

Keraton Ngayogyakarta Hadiningrat gives service to the tourists who visits the Sultan's Palace: tour guiding, insurance policy, entrance tickets, and traditional Javanese shirts rental for tourists who wear non-sleeved t-shirts. The tourists can see the performance of traditional leather puppet show, traditional wooden puppet show, traditional wong puppet show, Javanese instrument music performance and traditional Javanese dance performance. The tourists can also use the facilities of library in Keraton to do some research.

1.6. Limitations of the Study

The present writer will focus her research on how local tour guides at Keraton Ngayogyakarta Hadiningrat apply non-verbal communication in performing their duties especially when dealing with foreign tourists.

I.7. Layout of the Term Paper

This term paper starts with the Abstract, a concise summary of the entire paper in Indonesian. This Abstract is followed by the Preface, in which the present writer acknowledges the work and contribution of other parties. After that is the Table of Content, followed by its five chapters:

Chapter 1 is the Introduction to the Analysis

Chapter II contains the library research

Chapter III holds the performance of the research

Chapter IV contains the result and discussion of the research

Chapter V contains the conclusion, the present writer's comment and suggestion

In the final part, the present writer presents successively the bibliography and the Appendices.