

# CHAPTER I

## INTRODUCTION

### A. Background of the Study

English language is important in tourism industry because English is an international language and the most common language spoken everywhere. Caroline Hardwick states, “The current position of English as the main language used for international communication means that it is essential for people dealing with tourists of any kind” (par. 1). The benefit of using English in tourism is to communicate with foreign tourists especially to inform, to request, to question or to give directions.

I had some working experience in tourism industry when I did my internship at Bali International Diving Professionals (henceforth, BIDP) one of the famous diving service providers in Bali. I worked as a diving instructor for about 1 month. During my internship, I prepared the diving equipment such as filling gas into gas tube and measuring Bouyance Control Device (BCD), also giving fins and mask to the tourists. I also became a guide, gave diving instructions to the tourists, and explored under water around Bali (Tulamben, Nusa Penida, Nusa Lembongan, Menjangan Island, Puri Jati, and Secret Bay) with the tourists.

Most of the foreign tourists were Japanese. There were four or five Japanese people in one group. They came to BIDP for diving three or four times in a week. Before diving, the diving crew who could not speak Japanese and I picked up the tourists from the hotel to the diving spot. Then, we tried to use the equipment in BIDP office and we went to the diving site. I should give diving instructions before they were going to see beautiful scenes underwater.

As a diving instructor, I had a problem when communicating with Japanese tourists who could not speak and understand English well. Before diving, I had to give instructions to the tourists about how to dive, what they had to do and what they should not do underwater, also about diving safety. However, I had difficulty in communicating with them. I could not explain the instructions in English because they did not understand what I was talking about. Thus, I would like to find out the solutions and solve the problem to increase the diving service.

## B. Identification of the Problem

The research questions are formulated in the following statements:

1. Why did I have difficulty in communicating with Japanese tourists when I was working as a diving instructor ?
2. How did the problem influence the Japanese tourists and me ?
3. How should I solve the problem ?

### C. Objectives and Benefits of the Study

The objectives of this study are to find out the causes of my difficulty in communicating with Japanese tourists, to know the effects of the problem and to solve the difficulty in communicating with Japanese tourists.

There are several benefits of this study: First, for the staff at Bali International Diving Professionals, they will gain some information about giving better service to foreign tourists. Second, for the readers, they will get some information about overcoming the difficulty in communicating with Japanese tourists when giving instructions about diving. Third, I will learn how to communicate with Japanese tourists who could not speak English well and how to solve the problem.

### D. Description of the Institution

The data is based on the information from scubadive and bidp-balidiving. Bali International Diving Professionals (henceforth, BIDP) was established in 1999. BIDP is a Scuba Schools International (SSI) Instructor Training Centre & Professional Dive Centre and one of the famous diving service providers in Bali. BIDP office is located in Blanjong I street No. 33 Sanur – Bali. Avandy Djunaidi is the owner and the director of BIDP.

BIDP provides fun diving and diving trips around Bali and to the Nusa islands east of Bali's beach, scuba diving courses from junior level to dive master level certification, provides technical diving with nitrox and trimix gasses, double cylinder configuration and deco stages which is operated by BIDP in Sanur, organize scuba diving trips and certification courses for

handicapped people and also arranges an amazing underwater experience for handicapped, arranges liveaboard diving to Nusa Penida island, Komodo National Park and Sumbawa and also provides professional video shooting and production, shows beautiful underwater at Bali.

The vision and mission of BIDP is to provide all divers, from all nationalities, of all abilities and levels, with an excellent, safe and enjoyable dive experience in Bali. Divers can dive safely because BIDP provides good facilities. There are many facilities in BIDP to support safe and enjoyable diving. First, they have four fully air conditioned mini buses to pick up the tourists from the hotel to the office and the harbor. Second, there is a speedboat with helpful boat crew to take the tourists to diving spot. Third, there is a classroom and a swimming pool to support diving instructors to explain the material about diving and to practice how to dive in the pool. BIDP also has a full set of scuba diving equipment which is made by acknowledged manufacturers in the world and there is a gas filling station that produces good and clean gas for divers and instructors. ([www.scubadivebali.com/about-bidp/](http://www.scubadivebali.com/about-bidp/) and [www.bidp-balidiving.com/about-us/who-we-are/](http://www.bidp-balidiving.com/about-us/who-we-are/))

## E. Method of the Study

The data collection is from my internship journal and library research (books and articles from the Internet). The data of my internship journal is based on my internship at Bali International Diving Professionals as a

diving instructor. The data is used to analyze the causes, effects and the potential solutions of the problem.

#### F. Limitation of the Study

The focus of this study is on handling my difficulty in communicating with Japanese tourists who could not speak English well during my internship at Bali International Diving Professionals. The subjects of this study are the Japanese tourists and I. The period of my internship was from 6 January 2014 to 30 January 2014.

#### G. Organization of the Term Paper

The Term Paper starts with the Abstract. It is followed by Declaration of Originality, Acknowledgements and Table of Contents. The paper is divided into four chapters. Chapter One is the Introduction, which consists of Background of the Study, Identification of the Problem, Objectives and Benefits of the Study, Description of the Institution, Method of the Study, Limitation of the Study and Organization of the Term Paper. Chapter Two presents problem analyses which analyze the causes and the effects of the problem. Chapter Three contains potential solutions along with the positive and negative effects. Chapter Four is the Conclusion of the problem. It describes the best solutions and suggestions related to the solution. There is a Bibliography which is the list of references used in this paper. Furthermore, this Term Paper also has Appendices that contain a Flowchart, my Internship Journal, and the Company Brochure.