

CHAPTER I

INTRODUCTION

A. Background of the Study

I did my internship as a staff at the Customer Service Center in the International Departure Terminal Ngurah Rai Airport Bali from 28 January until 8 March 2013. I directly communicated with the tourists from different countries who came to the Customer Service Center. The tourists looked for the information about the airlines, visa, ticket, airport tax, and airport facilities. I had to be able to communicate with them well so that I could give them the information that they asked correctly. They usually asked for the location of the airlines, the check in area, the location of the airport facilities, and how much money that they should pay for the departure tax.

I found difficulties in communicating with foreign tourists, and it affected me in giving them the information. Most of my difficulties were communicating with foreign tourists from non-English-speaking

countries; thus, I chose Communicating with Foreign Tourists from Non-English-Speaking Countries at the Customer Service Center in the International Departure Terminal Ngurah Rai Airport Bali as the topic for my term paper. I chose this topic because it is based on my experience during my internship. Most of the tourists came from China, Russia, India, and Japan. They had different English skill compared to the native English people. They knew limited English vocabularies and they poorly pronounced English words. Besides, some of them spoke too fast. As a result, I found it difficult to communicate with them. By discussing this topic, I will be able to recognize and learn how to communicate with foreign tourists from non-English-speaking countries.

There are some examples of my experiences in communicating with the tourists from non-English-speaking countries. I experienced the difficulty in communicating with a tourist from India. He was about fifty years old. He spoke so fast, and his accent was difficult to be understood. He asked me about the value added tax refund when he checked in, but I thought that he asked for the departure tax. Another experience was when I communicated with a tourist from Russia. He showed me his itinerary, but I was not sure of what he was talking about because he did not speak English well. He actually wanted to make sure about his flight schedule. It is important to analyze the causes and the effects of my difficulties in communicating with foreign

tourists from non-English-speaking countries in order to overcome my difficulties and give them the correct information.

B. Identification of the Problem

What I am going to discuss in this paper are identified with these three questions:

1. Why did I find it difficult to communicate with foreign tourists from non-English-speaking countries when working as a staff at the Customer Service Center in the International Departure Ngurah Rai Bali?
2. How did my difficulties influence me in communicating with the tourists?
3. How should I overcome the difficulties?

C. Objectives and Benefits of the Study

The study is done to find out the causes of my difficulties in communicating with foreign tourists from non-English-speaking countries when working as a staff at the Customer Service Center in the International Departure Terminal Ngurah Rai Airport Bali. It is also to find the effects of my difficulties in communicating with the tourists from non-English-speaking countries. In the end of this term paper process, I would like to provide the solution in dealing with foreign

tourists from non-English-speaking countries. I believe that this term paper will be beneficial for the staff of PT. Angkasa Pura I Ngurah Rai Airport Bali at the Customer Service Center in the International Departure Terminal seeing that the research that has been conducted in this term paper based on the daily activities at the Customer Service Center in the International Departure Terminal; thus, it is relevant to be applied at the Customer Service Center in the International Departure Terminal. I hope this term paper will be useful for the readers in communicating with foreigners. And for me, as the term-paper writer, I hope that it can be used as a reference to handle my difficulties in communicating with foreign tourists from non-English-speaking countries.

D. Description of the Institution

According to Ngurah Rai website, Ngurah Rai Airport was established in 1930 by Departement Voor Verkeer en Waterstaats. This airport was a 700mtr-airstrip in Tuban so it was called Pelabuhan udara Tuban. In 1942-1947, this airstrip was developed to 1.200 meters. There was a Tuban Airport Project in 1963-1969 as a preparation for Internationalization of Pelabuhan udara Tuban. During these years, International terminal was being built and the airstrip was developed to 2.700 meters. In 1969, Indonesian President Soeharto

legitimated a new name to change Pelabuhan udara Tuban into Bali International Airport Ngurah Rai.

The vision of PT. Angkasa Pura I Bali International Airport Ngurah Rai is to be a top world class airport company that gives benefits and added values to the stakeholder.

While the missions are:

- To provide the airport service company through the service contains of safety, security and comfort.
- To give an unforgettable airport experience for the tourists.
- To improve the company value and employees' prosperity.
- To support an economical improvement for the civilian prosperity.

E. Method of the Study

The data gathering process was taken from my experience during my internship period and written in an internship journal. I also searched for the data from the internet during and after my internship. To support my analysis, I made an interview with I Wayan Suardiana, one of the staff at the Customer Service Center in the International Departure Terminal Ngurah Rai Airport which was recorded on the phone. I also collected the data from books in the library of Maranatha

Christian University Bandung and Perpustakaan Umum Daerah
Sukabumi.

F. Limitation of the Study

The subjects in this study are tourists and I. The tourists are from non-English-speaking countries, such as China, Russia, India, and Japan who came to the Customer Service Center of the International Departure Terminal Ngurah Rai Airport Bali from 28 January until 8 March 2013. Their ages are between 30-50 years old. I, as a staff of the Customer Service Center, also become the subject of this study who communicates with the tourists.

G. Organization of the Term Paper

This term paper contains four chapters which are Chapter I, Chapter II, Chapter III, and Chapter IV. Chapter I, the introduction of this term paper includes 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. The subject that will be discussed in Chapter II is the problem analysis which will explain about the causes and the effects of the problem. Chapter III consists of the potential solutions to the problem. Chapter IV, the conclusion, consists of the

chosen solution. Finally, there will be a Bibliography and the Appendices containing the Flowchart and the Transcription of the Interview in the end of this term paper.