

CHAPTER I

INTRODUCTION

A. Background of the Study

Tourism industry is one of the largest industries in the world, as Prema Cooray states: "Tourism is the world's largest and the fastest growing industry today" (10). Tourism industry gives some big effects to every country: it gives a big foreign exchange, expands chances and employment, and also creates other side industries. Nowadays, people make tourism their basic needs after they got busy with their daily job. They come to visit interesting places, such as mountains, beaches and cities to spend their holiday to relax and make a new experience.

Indonesia is one of the important tourism destinations in Asia. Fanggy Theresia Sumaco believes that Indonesia, being very rich with natural, cultural and historical resources, can be an attraction for foreign tourists (475). The most famous destination in Indonesia is Bali which makes many tourists come there to enjoy the culture, view or just for leisure and to surf. Some other tourists' destinations in Indonesia are also developed to attract tourists. One of them is Karimun Jawa, a place which has a lot of

small beautiful island to enjoy. Many foreign tourists come to Karimun Jawa to do snorkeling and diving because this place has a wonderful marine biota, clean beaches and great views.

Knowing the fact that there are a lot of foreign tourists coming to Karimun Jawa, I decided to do my internship at Karimun Jawa, specifically at Nirwana Laut Resort. During my internship at NLR, I got the position as a public relations staff and tour guide assistant. My position requires me to do much communication because as a public relations and tour guide assistant, I have to give some information especially when guiding the tourists during the tour to the tourism site around Karimun Jawa, such as places for snorkeling, good place for taking pictures, etc. It takes about 9-10 hours for one route of a tour. As a public relations staff I have to inform the foreign visitors the facilities that are available in NLR, inform any activities that the tourists can do here. As a tour guide assistant, I have to tell the tourists where we are going and what we can do in that place. I had to use English when communicating with them because almost all the tourists that I handled were foreign tourists, some of them from Spain, Australia, etc. yet, I found it difficult to communicate with them because I was lacking in confidence when communicating with the tourists.

Facing the problem, I choose the topic for this term paper about lack of confidence when communicating with foreign visitors at NLR. The reason why I choose this topic is because it is the most difficult problem that I found when I did my internship at NLR. Rinda Nusrtdinova states that the ability of Indonesians to speak English is better than the people from

neighboring countries, but the problem is lack of self-confidence (7). That is why I think this problem is important to be discussed because I, as an Indonesia, faced the same problem as Nusrtdinova states. I expect by doing a study on this topic can help me to increase self-confidence when communicating with foreign people. This is important for my future job in the tourism or hospitality industry later on.

The problem is to be analyzed systematically and critically to find out the causes. Based on the causes, I try to find out the potential solutions so that the problem can be handled effectively.

B. Identification of the Problem

Based on my internship experience at NLR, I would like to analyze:

1. Why am I lacking in self-confidence when communicating with foreign visitors at NLR?
2. How does the problem affect my working performance during my internship?
3. How should I overcome the problem of lack of self-confidence when communicating with foreign visitors at NLR?

C. Objectives and Benefits of the Study

There are three objectives of my study. First, I would like to analyze why I did not have self-confidence when talking with foreign visitors when doing my internship at NLR. Second, I would like to analyze how the problem

affect my working performance. Third, I would like to find out the best solutions to overcome the problem.

By writing this term paper, I expect I can give benefits to the institution especially NLR, the readers and also myself. For the institution and readers in general, I expect my term paper can give some tips or solutions to other workers on how to overcome lack of confidence to communicate with foreigners. For me, I expect that in the future I can apply the solution to improve my self-confidence when I work in another institution.

D. Description of the Institution

Based on my interview with Mr. Agung as the operational manager of NLR. NLR is one of two famous resorts at Karimun Jawa. It was built in 2001 and had its grand opening in 2005. It was located at Jalan Kapuran No. 100-200, Karimun Jawa, Central Java. The owner of NLR is Mr. Christian, from Belgium. NLR has some facilities like billiard table, dining room, a private beach, a big lobby and a big balcony facing the sea. It has two business rooms, two executive rooms, six suite rooms with sea views, and one master suit room. The numbers of tourists per year that come to NLR in 2007 were about 800 tourists. The number increased in the following years. In 2010, there were about 1.600 people coming to the resort and in 2011, there were 3.000-4.000 people coming to the resort. Approximately seventy percent of the tourists who come to the resort are foreigners (21 Aug 2012).

E. Method of the Study

In this term paper, I analyze my problem that I found during my internship at NLR and then I wrote the internship journal to record what happened during my internship. After that, I gathered theories to support my analysis by doing library research. I used both printed and online sources. I also did an interview with the operational manager of NLR to get the data about NLR. The list of questions and the transcript of the interview are put on appendix B.

F. Limitation of the Study

My term paper is focused on the problem I faced as a public relations staff and tour guide assistant at NLR. This term paper focused on my lack of confidence when communicating with foreign visitors during my internship from 1 July 2012 to 1 September 2012.

G. Organization of Term Paper

In this term paper the first part is Abstract, the summary of all the discussion in this term paper in Indonesian. The next part is Declaration of Originality, which contains the declaration that this term paper is original and authentic. After that is Acknowledgements, which shows my appreciation to some people who have supported me in writing this term paper. Next is Table of Contents, detailing the chapters and sub-chapters.

The paper is divided into four chapters. Chapter I is the introduction of the term paper. Chapter II is the problem analysis that discusses the

causes and effects of the problem that I faced. Chapter III discusses three potential solutions to solve the problem, with the analysis of the positive and negative effects from each potential solution. Chapter IV is the conclusion that discusses the best solution to the problem with the reasons why that solution is chosen. The paper ends with the Bibliography, consisting of the list of references I use to write the paper. Lastly are the Appendices, which contain the flowchart, interview transcript and print out of NLR website.