

## Evaluation of Tour Guide Communication in Providing Guiding to Foreigners as Tourists

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Received on 26 May 2022	Revised on 22 June 2022	Accepted on 28 June 2022
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### ABSTRACT

**Purpose:** This research has some purposes in communication for Tour Guide. Tour guide are defined as someone who leads tour groups organized for a brief period and a long period of time. The duty of tour guide is building an effective communication with tourists using many different languages. Tour guide is someone who will accompany tourist, inform, and advice someone / a group of travelers who was travelling tours for getting information about tourist attractions to be visited.

**Research methods:** The methods used in this research is qualitative research. Researcher chooses stages of research starting from composing the research phase, choosing the field, take care of entreaty research, choosing and using information, and preparing supplies for research.

**Results and discussion:** A tour guide should have the capacity to deal with a problem on assignments wisely and using a persuasive approach to visitors to communicate with tourists using simple language simple and combine some languages that foreign tourists easily understood all information. A tour guide can combine the language used while presenting clear information. Such as beginning partially uses Indonesian and then in giving tourism education could use a foreign language. A tour guide can provide information using simple language and provide feedback to in communications so that in communication can be understood and even smoothly without obstacles.

**Implication:** Tourist seekers in Asia can get recommendation for quality tour guide from Pandu Asia.

**Keywords:** evaluation, tour guide, communication.

### INTRODUCTION

Communication is a process when someone or some group, and people use information that connected with others. In general, communication can be carried out verbal understandable spoken by both parties.

When there is no verbal language which is understandable both, communication can be done using body movements showed a particular posture for example: smile, shake his head and shrug.

The term communication in Latin is *communicatus*. It has the meaning to share or belong together. Communication is defined as the sharing of the communicating parties.

Communication is the effort which aims to share and reach togetherness. If two people have communication, so the same understanding each other send a message that is mutually change the purpose of that communication by the two of them. Webster New Collegiate dictionary (2020) explains that communication is a process of exchanging information between individual through symbols system, mark, sign or mannerisms.

The definition of communication according to some experts itself, one of them is J.A. DeVito (2016) implying that communication is a first action by one or more people who send a message and received a message in certain context by disorder that occurs in a given context have leverage in particular and there a chance to do feedback.

Communication are defined as a process of interaction that occurred between the communicator and comunican in communicating information or message by using a specific channel to reach the aim of communication.

Next, communication between people is a process that happens through interpersonal, communication in small groups and organization, public, across cultures, and a mass in the environment either physical, communication sosial-psikologis, and the temporal distorted by certain, disorder and had an effect and is going on for feedback to achieve a particular aim.

According to Samsinar and Rusnali (2017), communication is a process through someone (communicator) to convey a stimulus (usually a form of a word) said with a view to form the conduct of others (people) with the aim to form anmannerly others.

Communication is a process delivery of information, the idea, emotions, expertise, and others through symbols as words, pictures, and also figures. Wibowo (2017: 165) argued that communication is an activity to deliver what it thought appropriate concepts and the desire that give us to another person or as an art that can affect other people to obtain what we want. While sinambela (2016: 511) argued that communication is a process of forming, delivery, revenue, and processing message in person and / or between two or more with a certain goal. Transferring sign activities that containing meaning or signification that we need to or conceived by the parties whose involved in the communication inside.

According to Sampelan (2015: 7 - 8) a tour guide is defined as everyone who headed the group that organized for a short period of time and a long period of time. The duties of tour guide have some specification based on the task what he is doing (depend on its capacity).

Communication occurs most often using different language is often called a profession of tour guide. Tour guide is one group of people who will accompany, usher, providing information, and advice to someone / throngs of tourists who was travelling for getting information about tourism destinations to be visited. Guiding a tour is often also called by the part of the tour or guide. According to Nuriata (2015: 98), a tour guide can be a mediator to channel the needs of travelers in their

journey and can be a mediator for the benefit in the government, society non governmental institutions, as well as with all the way, tourist facilities as a supporter as with the hotel, transportation tourist attraction, management and so on. In the dictionary of Indonesian (KBBI) mention that Tour Guide is an officer tourism guidance and necessary needs by the tourists. According to Damardjati (2001: 101), someone who has certified passing the profession from legal official agencies or legal official tourism institutions and have id card (badge) entitled to travel and giving an explanation of local culture.

Based on the provision of the MENPARPOSTEL (Ministry of Tourism, Post, and Telecommunication of Indonesia) Number KM.82 / PW / 102 / MPPT88, Tour Guide is someone who have the duty to provide guidance, explanation, and a clue about tourism objects, as well as to support everything that is needed by tourists. Tour guide brings a group of people who want to travel the tourists traveled to make a visit as one activity (excursion), according to a certain period of time both long and short trips.

As viewed from some those of definitions which is completely each and the definition of communication generally is a process of forming, delivering, revenue processing a message that occurred in person or more. So that the purposes of communication for tour guide are:

1. To convey information directly on the activity of going along the way
  2. To build harmonious relations between tour guide and visitors
  3. To manage a transferring message and sent it to be understood each other
- In addition, communication has 2 process in forms that is verbal communication through oral (using a or more words) and non-verbal communication through the civil (facel expression, attitudes, body movement, a tone of voice, a movement of the hand, and so on)

Communication is the process of an activity of conveying information, whether it is a message, an idea, and the concept, from one party into the other side undertaken directly or indirectly. Communications are done directly by oral and indirectly through the intermediary.

While the function of communication for tour guide are:

1. As a tools control
2. As a motivation tool
3. As an emotional expression

While the communication function for tour guide is:

1. To understand the communication between communiator and communican
2. To know each others
3. To received opinion by others

A profession of tour guide is guiding as tutors for informing and guidance to tourists. As long as the tourist visit tourism object, tour guide must mastering the background tourist site visited, because the job of a tour guide is to:

1. Accompany tourists
2. Giving explanation and sharing knowledge about tourism object that is visited by tourist
3. Introducing the bacground of tourism object more.

All explanation and information given to tourists are a process of communication manner directly to the tourists by taking them around and visiting tourist attraction. Communication means transferring information as a message in implied and express. The pattern of guide communication consists of element of strategy, message, symbolic interaction, and a pattern of two types communications:

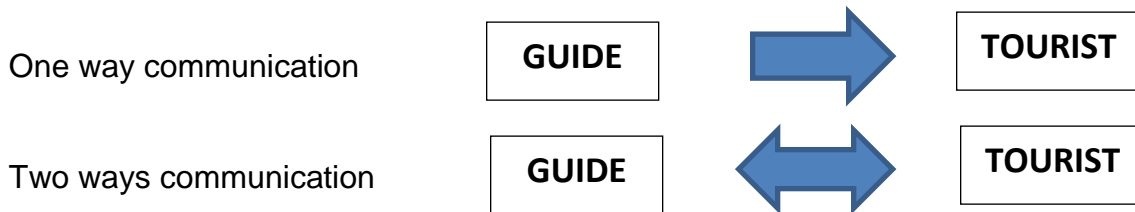


Figure 1. Communication Pattern

## RESEARCH METHODS

The method used in this research is qualitative research. Beside that, the qualitative research is also positioning the researcher as a primary instrument. In this case, researcher collected the valid data at the research place to be observed and understand the problems deeply. This method is a descriptive, so that to describe the collected all data just need more explanation and pictures rather than data in numbering and pressing in the process than product. This method tend to analyze the data in inductive. Researchers collected data or the evidence is not to prove a hypothesis that researchers have had before carrying out research, but to develop a theory based on something special was found and collected from the field. In addition, the research is more pressing the process than products, so that more than 23 questiones using question words like: how, why, than, that (Zamroni, 2011: 81 – 82). As has been described above, that this is a descriptive research methods. In this case, the authors describe as it is matter.

The research is a descriptive research aims to provide an image of a phenomenon or relationship between two or more (Soeharto, 2008:35). Place intended guide research is Pandu Asia Indonesia, because from the observation, researchers found several problems and obstacles happened. Pandu Asia Indonesia is one of a travel agent that moves in the area of tourism based application and website. Pandu Asia Indonesia itself also help tourism seekers especially in Indonesia as well as foreigners to be drawn against the part of the qualified tourist guide thus can reach the most interesting tourism object to be visited in Indonesia for a low price in different cities in Indonesia. The method was conducted in this research is qualitative research.

Through website of Pandu Asia, it can be expected the tourism seekers guide tourist destinations can find suitable for holiday destinations in general is the object of attractive tourism to attend and have become favorite place for vacation. Pandu Asia besides offers tourism package through virtual, it also offers various

tour packages, that is beach, hiking, tracking, cultural tour, religious, domestic, international tour, and request tour of the each according to their interests.

In this condition some guides had constraint in a guidance and informs the tourist destination to foreign tourists because of communication in the various language. It is a must for guides to be able to be master in more than at least 2 languages. Essentially all tour guides must have ability to explain and inform the destination in providing information on to foreign tourists destination. Foreign tourists guide Pandu Asia Indonesia at least be able to communicate using english and another foreign language as additional. However if travelers did not understand or do not understand that stated by tour guide through the other way then used to communicate and easily understandable on body language to foreign tourists. In addition, tour guide has to communicate well, so when a guide guidance to foreign tourists, tour guide must be mastering in language and good language matter and knowing well the objects information about. Tour guide has to be capable of being set of the language well. For example are fast in a guidance, can combined some languages in clear, and body language.

This reaserach used research analysis unit as a unit of study research pertaining to any object, individual, group, as a subject of study (Hamidi, 2010 : 75 – 76). Analysis unit could be one of a reference in making research . In a research, determining a unit of analysis is really needed. In this research, a unit of analysis was a tour guide. Researchers are in focus in an action (a form of action) and communication that is added to its tour guide when he gives guiding to foreign tourists through two languages which is the foreign and also body language. In addition the importance of the determination of this analysis unit so that the validity of reabilitas can be maintained.

#### 1. Variable

Variable research is an attribute or of the nature of or of the value of a person , an object or activities that varied certain set by researchers to ditariknya studies of the issue and in conclusion (Sugiyono, 2012:59). This research used two variables that is Independent variable and dependent variable. The independent variable or variable X is the variable that is seen as the cause of dependent variable bound suspected as a result. While dependent variable or variable Y is a presumption variable, varying following the change of the independent variables.

a. Independent Variables: Evaluation of Tour Guide Communication (X)

b. Dependent Variables: Wisatawan Asing (Y)

#### 2. Measurement

A scale of measurement is used as a reference to a long pointed intervals in a measuring instrument, so a measuring instrument used in the measurement of if that would lead to the qualitative data. There are four type of scale:

a. Nominal scales

Nominal scale is the simplest scales arranged by the type of (the category) or the number function as symbol to distinguish the other characteristic.

b. Ordinal Scale

The ordinal scale was based upon their ranks sorted from higher degrees to lower degrees or otherwise

c. Interval Scale

The intervals scale is indicating the distances between one data with some others and have equal weight.

d. Ratio Scale

The ratio scale is a scale of measurement have zero value.

According Sugiyono (2015 : 38), definition of operational variables are an attribute or character or the value of an object or activities have a variety of activities that have been settled by researchers to be studied and then drawn in conclusion. Research Variable definition must be formulated to avoid error in collecting data. To get a valid and actual data, so that researchers in this research used Procedure of Collecting Data as follows:

1. Observation

Based on Arikunto (2010:3) observation includes of activities loading attention to an object by the use of the senses. Observation could be done through sight, olfactory, hearing, sensing, and taste. Observation can be done by test, questionnaires, pictures recording, and voice recording. Related to the problems in this research, this method used to obtain data:

- a. How does a tour guide handle a language barrier in communicating with tourist for every information given can be understood by the tourists?
- b. How does a tour guide combine more languages in guiding activity so every information can be understood by the tourists?
- c. How a tour guide overcome language barrier faced by foreign tourists in the tour for all information provided by tour guide easily understandable and to communicate understood?

2. Interview

Interview is data collection method by holding a question and answer session with a research subject about the problems relating to a problem that the author thorough. According to Sutrisno Hadi (2011:50) that interview to be done systematically and based on research objectives. The kind of data that excavated with this method covering all data required in research and the source consisting of informants that is in Pandu Asia Travel Agent.

Among some researches presented by Kirk and Miller, there are 4 stages: inventions, discovery, interpretation, and explanation.

1. Invention (Pre-Stage)

In this research, to know about communication and explored the tour guide in giving guiding to foreign tourists (Study case of Pandu Asia Travel Agent) and the researchers choose these research stages as follows:

- a. A draw up the implementation of research
- b. Finding a research object
- c. Takes care of the research planning
- d. Choose and using information
- e. Preparing equipment for research

This stage done since first before they go to the field in order to data .In this research researchers seeking information on the communicates an tour guide of travel agents to provide guiding asian guide to foreign tourists .

## 2. Discovery (Construction Field)

In this stage researchers onto the field to see, monitor, visited the location guile research asia Indonesia through stages as follows:

- a. The owner permission from Pandu Asia Indonesia
- b. The research phase and data collection.

In the implementation of this research, writer digging data from owner of Pandu Asia Indonesia by asking a few data about the object of the study and do the interview to the owner of Pandu Asia Indonesia at Pandu Asia Indonesia Office. For finding data in a field using a data collection has been provided in writing , recording , and documentation .The data collection was based on process then noted carefully, argues, or informants comments as a research objects.

## 3. Interpretation (Analisis Data Stage)

At this stage, researchers conducted data analysis technique that was gained during research or for as long as researchers in the field. Researchers conducted the analysis on some kind of data that obtained by means interviews and observation. At this stage, researchers recomfirmed the data got in the field with the theory that is used.

Researchers collected obtain data that have a close relation with The Evaluation Communication Data By Interview, Observation In Providing Guiding to foreign tourists in how obtained objective data in accordance to objective research and source of the data. Researcher used triangulation method as additional for this research method to check some data collection.

Gambaran triangulasi

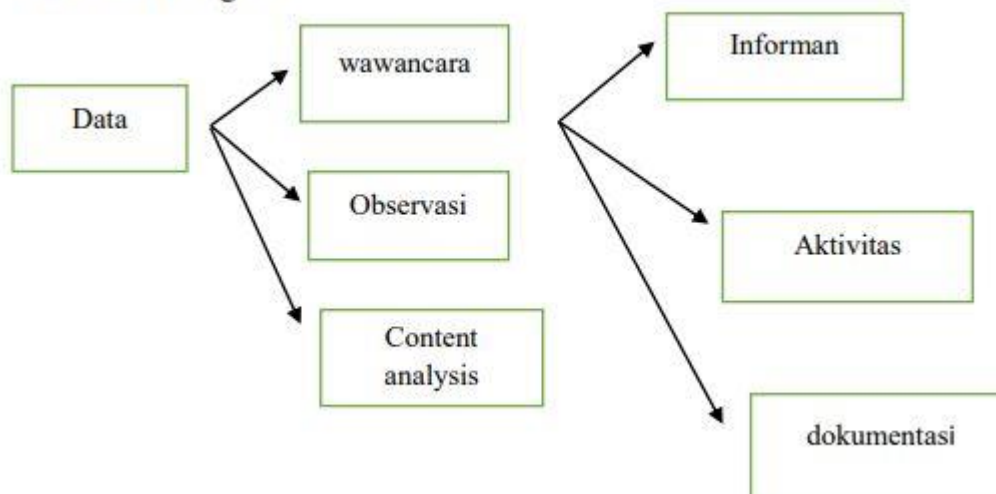


Figure 2. Triangulation Figure

1. Primary data in the form of acquired during carry out research in the form of literature and written
2. Secondary data used to collect the data of the source of informants who have a clear and detailed on the issue of who were being explored. Informants was someone who gives information about the situation and condition. In the secondary research data at this research data obtained from interviews with informan, like:
  - a. The owner of Pandu Asia a an informan explained about tour guide as long as conducted guest on a tourism destination.
  - b. Tour guide as an objects of this research is as the offender carrying foreign tourists during the trip and give all the public information and destinations.
  - c. The time and place of research is around East Jakarta that is in the office of Pandu Asia Indonesia as this selected location for the study.

## RESULT AND DISCUSSION

The researchers choose the stage of research as follows:

1. Draw up the implementation of research
2. Find a research object
3. Take care of the research planning
4. Choose and using information
5. Prepare equipment for research

By following the procedures stages of collecting data, the result is as the describing pictures below:





Figure 3. Framework of Thought

Hypotheses is the answer from the formulation of the problem, where the formulation research has expressed in the form of a question, presented by Sugiyono (2018: 63). So the hypothesis is as follows:

Ho: There isn't any tour guide communication to be evaluated in guiding tourists from Pandu Asia Tour Management

Ha: There is any tour guide communication to be evaluated in guiding tourists from Pandu Asia Tour Management

This research is using a purposive sampling technique, because researchers know that the sample taken is the solution to get valid data in this problems study by researchers. The use of purposive sampling in this research that is aimed to know how social interaction occurring in tour guide in giving guiding to foreign tourists.

Table 1. Research Sample

No	Status	Total
1	Tour Guide	1
2	Tourist	10
	Total	11

Time and place for research study is in the office of Pandu Asia Indonesia located in East Jakarta. The place was selected for this study because the location is strategic to reach for researchers to get data quickly and affordable to get more data with faster process will allow researchers in making observations. Before determining the location for research, researcher did research field to see and to determine if there is conformity of the problems found in a hypotheses and the location as a field research beforehand by the researcher with the fact in the field. It is also getting to know all elements of a social environment, physical, and the natural state. This is done to make a researcher to prepare mentally and physically as well as the wherewithal, time and energy costs into consideration the writer to determine the location of the research. The result of data collection in the field is as follows: Pandu Asia Indonesia as a travel agents are specialized in the tourism industry based on applications and website, having an interesting touring program that is as an agent who helped the tourism seekers finding an objects place especially in Indonesia and also in foreign countries. This agent also opened an opportunity for the tour guide to be reunited with tourism seekers that want to visit a favourite tourist object guided by the professional tour guide who recognise the tourism object.

The interview result along the research done in Pandu Asia Indonesia are:

1. A tour guide will deal with it wisely and then he will communicate with foreign tourists use simple language and combine some languages so that foreign tourists be coherent and understand all the information.
2. A tour guide can combine language in providing information which is giving detail information at the beginning and some information can use partially Indonesian and then give education tourism could use a foreign language.
3. A tour guide must be able to reducing the language faced by foreign tourists in traveling and address the obstacles, so that every information provided by tour guide easily understandable to communicate and can be understood.

## CONCLUSION

Based on the research data found, researchers made a conclusion as follows:

1. A tour guide should have the capacity to deal with a problem on assignments wisely and using a persuasive approach to visitors to communicate with tourists using simple language simple and combine some languages that foreign tourists easily understood all information.

2. A tour guide can combine the language used while presenting clear information. Such as beginning partially uses Indonesian and then in giving tourism education could use a foreign language.
3. A tour guide can provide information using simple language and provide feedback to in communications so that in communication can be understood and even smoothly without obstacles.

Suggestion from this research:

1. A tour guide must increase multiple vocabularies in conveying travelling information more fun, not rigid, and flexible, so that the visitors can be excited and care to listen to every detail information provided.
2. Combine the use of language while presenting information well using local and a foreign language, it should be better in accordance with their needs. If visitors brought many local visitors, then use simple communication in a local vocabularies used, otherwise when the visitors is a foreigners so use two different languages for foreign visitors so that the information can be delivery well.
3. Obstacle in communication faced by tour guide could not be avoided because they are part of a job as a tour guide. Be more professional is needed as we face obstacles in the field. How to find the right solution so that they do not harm consumers especially.

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